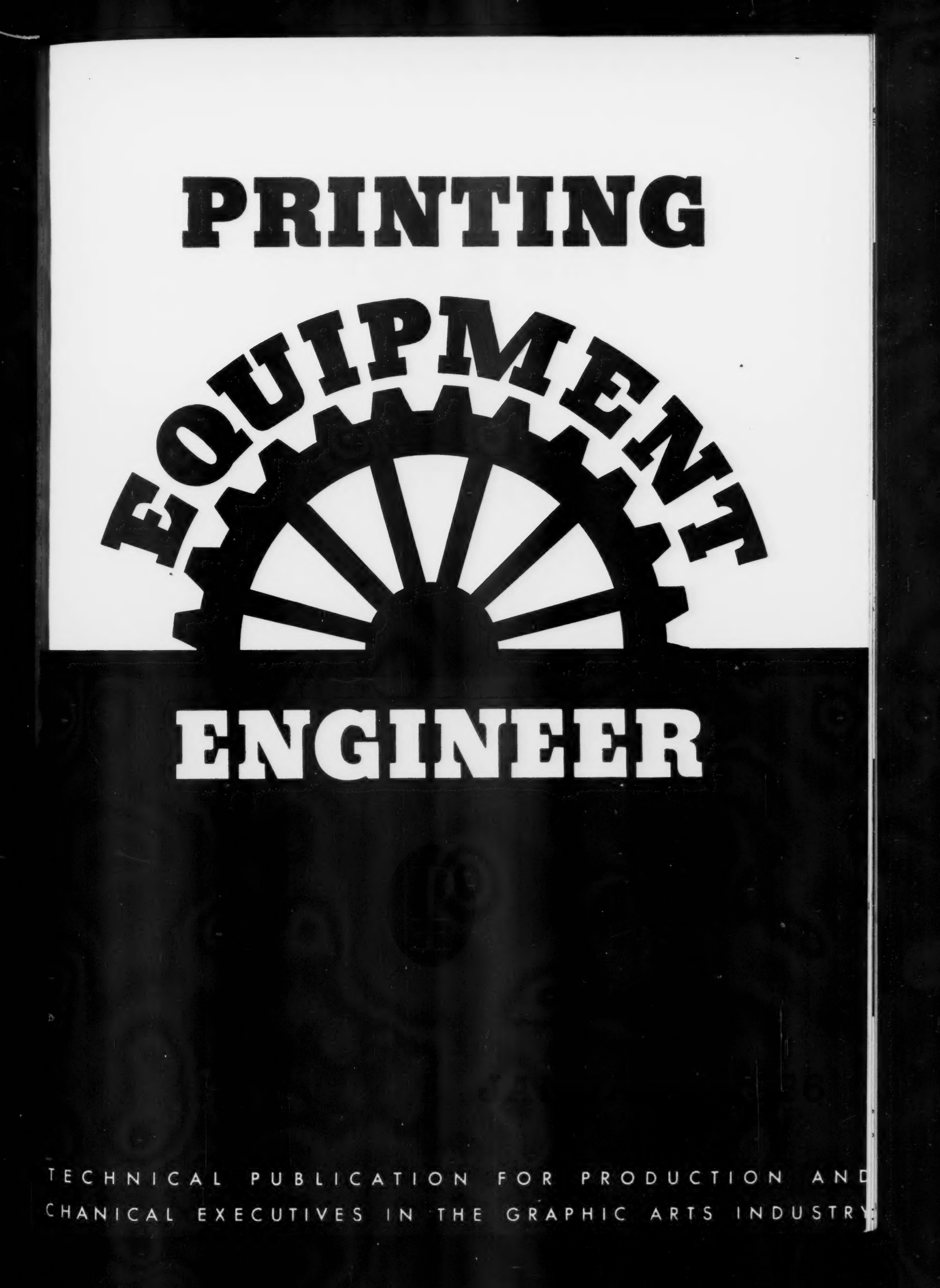
PRINTING EQUIPMENT ENGINEER



TECHNICAL PUBLICATION FOR PRODUCTION AND
CHANICAL EXECUTIVES IN THE GRAPHIC ARTS INDUSTRY

Only ONE WEB BREAK IN 107 DAYS

A Tribute to the Crew, the Paper, and GOSS PRESSES at the FT. WAYNE NEWS-SENTINEL

● 1,590 rolls of paper through a Goss Press with only one web break! That's the record recently established by the Ft. Wayne News-Sentinel. During this period, more than 4,260,000 copies were printed, ranging from 20 to 48 pages per issue—a daily average in excess of 54,000 copies. The lone break occurred between consecutive runs of 48 days (748 rolls) and 59 days (842 rolls) without a single web break. . . . Such performance is indicative of the perfect balance and minimum backlash in the Goss High Speed Anti-Friction Press. Web tension is properly controlled with Goss patented Automatic Tensions—"surging" throughout the press is eliminated. . . . Ask the Goss Research & Engineering Dept. for complete description and technical data.

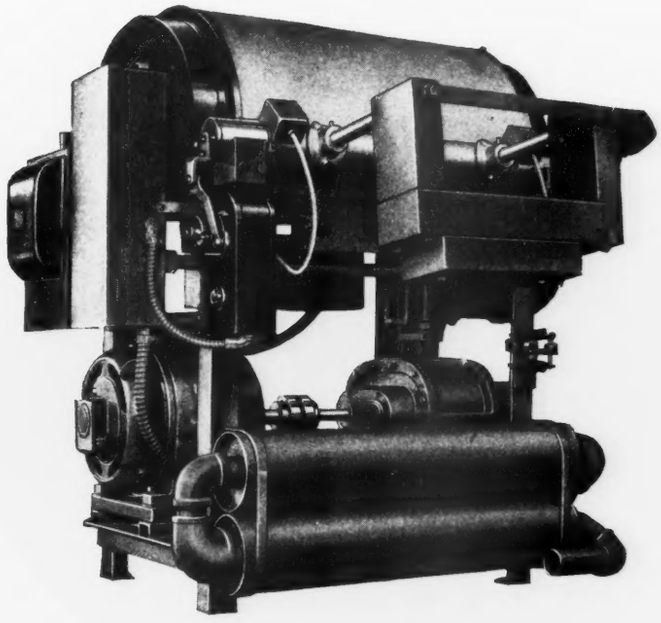
GOSS

THE GOSS PRINTING PRESS CO., PILSEN STATION, CHICAGO

NEW YORK—220 EAST FORTY-SECOND ST.
SAN FRANCISCO—707 CALL BUILDING

THE GOSS PRINTING PRESS COMPANY
OF ENGLAND, LTD., LONDON ENGLAND

IT HAS COME TO THE SURFACE



Many Publishers using The **Stahi AUTOFORMER,** hold that the benefits to be obtained for each dollar expended in **Stahi AUTOFORMER** equipment, exceed that of any piece of production equipment employed in their plants.

The **Stahi AUTOFORMER** sets up an incentive for Rapid Production—Combined with Quality Printing. Be sure your 1936 budget includes The **Stahi AUTOFORMER,** The Mark of The Modern.

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LOS ANGELES, CALIF.

417 OREGONIAN BLDG.,
PORTLAND, OREGON

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GOSS PRINTING PRESS COMPANY, Chicago, New York, San Francisco
CERTIFIED DRY MAT CORPORATION, 342 Madison Avenue, New York
DUPLEX PRINTING PRESS COMPANY, Battle Creek, Michigan
WOOD FLONG CORPORATION, Hoosick Falls, New York
BURGESS CELLULOSE COMPANY, Freeport, Illinois
R. HOE & COMPANY, New York, Boston, Chicago, San Francisco

Foreign Agencies:

GOSS PRINTING PRESS COMPANY of London, England
A. M. CARNEIRO & COMPANY, 152 West 42nd St., New York
TORONTO TYPE FOUNDRY COMPANY, Ltd., Toronto, Montreal, Winnipeg, Can.

CLINE "MARCHES ON!"

CLINE HIGH SPEED PASTERS

are used in plants that are noted for:

- The Highest Net Production per Hour from High Speed Presses—Chart Records.
- The Largest Circulation.
- The Longest Continuous Press Runs.
- The Best Printed Newspapers.
- The Largest Number of Pages (Two of these Plants Run Color Pages).

●

SOME ADVANTAGES OF CLINE PASTERS

- Cline Paster Devices are Simple.
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- They Do Not Interfere with the Tension.
- They Do Not Require Expensive Expert Maintenance.
- They Do Not Require Time-Consuming Special Paste Designs for the Roll Ends.
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- Heads are Not Cut Off When Cline High Speed Pasters are Made.
- Core Loss is Reduced.
- Pasters may be made for each Roll or for any number. (Multiple Pasters.)
- When Multiple Pasters are made they are Delivered into the Folder and are taken Out Together, Thereby Reducing Printed Waste.

●

Cost of the Device is Low—Cost of Installation is Low.

Push the "Green Button" — It Completes the Paster and Cuts off the Tail.

SIMPLE, SAFE, OUT OF THE WAY, RELIABLE

CLINE ELECTRIC MFG. CO.

MAIN OFFICE, 211 W. WACKER DRIVE, CHICAGO, ILL.

Western Office
Crocker First Nat'l Bank Bldg.
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Eastern Office
220 East 42nd Street
NEW YORK CITY

CLINE SYSTEM
NAME SERVICE FAME QUALITY
CLINE ELECTRIC MANUFACTURING COMPANY CHICAGO
CLINE WESTINGHOUSE

Associate Member
National Printing Equipment
Association, Inc.

JANUARY 1936
Volume 51 Number 4

Printing EQUIPMENT Engineer

Trade-Mark Registered U. S. Pat. Office

Published by Don Will
Edited by Mac Sinclair

A Technical Publication for Mechanical Executives Responsible for Printing Production, Equipment and Supplies in the Commercial, Magazine, Private Plant and Daily Newspaper Fields.

Established 1910

CCA
Member Controlled Circulation Audit

Share Your Knowledge With Others

The key men in your organization will appreciate looking over the pages of this magazine. Perhaps one of them will be able to put some particular technical idea to good use in your plant.

Place a check mark in each square for attention of the department head or assistant whom you wish to look over special articles in this issue.

☐ ..... *Production Manager*
☐ ..... *Mechanical Superintendent*
☐ ..... *Composing Room Superintendent*
☐ ..... *Chief Composing Room Machinist*
☐ ..... *Monotype Department*
☐ ..... *Photo Engraving Department*
☐ ..... *Foreman Lithographing Department*
☐ ..... *Superintendent Stereotype Foundry*
☐ ..... *Superintendent Electrotype Department*
☐ ..... *Superintendent Press Room*
☐ ..... *Bindery Foreman*
☐ ..... *Manager*
☐ ..... *Purchasing Agent*

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PUBLISHED MONTHLY AT 1276 WEST THIRD STREET, CLEVELAND, OHIO

EASTERN REPRESENTATIVE: RUSSELL BIRCHFIELD, 509 FIFTH AVE., NEW YORK, N. Y. PHONE: VANDERBILT 3-5191.

WESTERN REPRESENTATIVE: H. D. AYLSWORTH, 121 NORTH CLARK ST., CHICAGO, ILL. PHONE: STATE 3800.

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Take a pencil and paper. Put down the total cost per year of operating your line composing machines. Now figure 4 per cent of that cost. There you have, approximately, the amount of money that you will save by using BLACK & WHITE Matrix Contrast Service. ● Your operators will make fewer errors, your proofreaders will be less likely to let needless errors slip through. Your floor men will have fewer correction lines to insert—there will be less running about with proofs and revises. ● Without paying out one cent for service, you can demonstrate to your own satisfaction how we can GUARANTEE, in writing, that BLACK & WHITE Matrix Contrast Service will save you 25 per cent of all errors in original machine composition. Why not write for full details NOW?

Matrix Contrast CORPORATION

EMPIRE STATE BUILDING ● NEW YORK, N. Y.

SOLE LICENSEES OF THE PERCY L. HILL MATRIX CONTRAST PATENTS Nos. 1,466,437 and 1,796,023

Photoprint

Description of a New System for Newspaper Advertising Composition

By Reginald Tranter*

The Photoprint System

A liberal use of pictures with hand lettering superimposed over art work, together with innumerable and complicated boxes in department store advertisements within the past few years has created production problems for the newspaper mechanical executive.

In this article Mr. Tranter relates how modern display advertising composition is composed and handled in the plant of the Boston Herald-Traveler. *The Photoprint System was developed by C. W. Govier, Mechanical Superintendent of the* Herald-Traveler *as a means for solving the problem of store alterations and other problems in connection with newspaper department store advertising. The system provides a way to satisfy the advertiser and permits him to make corrections or alterations without involving the composing and engraving departments in costly and difficult production headaches just prior to edition time and insures the good appearance of advertisements. Through Mr. Govier's system the stereotype department can be assured of a perfectly level form from which to mold mats since the well-known hazard of sinking type and rules is eliminated as far as the advertisements are concerned.*

—Editor.

As IS well known, the character of department store newspaper advertising has undergone a metamorphosis during the past five years. It will be noted that the area occupied by type has been reduced considerably in proportion to the size of the advertisement and that the space has been utilized for better quality illustrations with a considerable sprinkling of hand-lettering. Another contributory factor in this change has been the reduction of advertising appropriations for reasons of economy brought about by the depression. This has also emphasized the necessity of making the picture tell the story. Consequently, there has been developed a new style of advertising, calling for new methods, both from a standpoint of better reproduction and economical production.

Genesis of New Type of Composition

Now let us consider what has happened to the type still being used in advertisements during this transformation period. In many cases better illustration needs background and atmosphere or shall we say, local color. In order not to detract from these necessary details added by the artist to better illustrate the subject, it became necessary in many instances to superimpose, or "double-print" hand-lettering and type over certain portions of the picture in order to include certain necessary descriptive matter and of course, prices in the ad.

And what of the photoengraver during all this change? No longer was it a line cut, or a halftone with background dropped out. The demand came for line-and-half-tone cuts, with whites painted out, and type double-printed over the reclining figure of some fashion model at just the right angle. All very well in a commercial plant where there are no deadlines to be met, but in a newspaper plant to have a few of these jobs dropped from the sky three hours before edition time made the industry look around for short cuts. Such requirements brought about the use of masking on cellophane, painting out of contact prints, and the superimposition of type proofs pulled on thin cellophane.

Disadvantages of No-Charge Alterations

There are many disadvantages to this style of advertising from the production angle. In Boston, and I believe in many other cities, *where no charge is made for revisions*, it is far from economical to have to make over an ad three or more times for revisions, particularly when this ad is eighty per cent zinc etching and the revisions occur on type which is superimposed over the cut, thus necessitating a new etching for every revision.

C. W. Govier, Mechanical Superintendent of the Boston *Herald-Traveler*, decided that there must be some way to stop, or at least minimize, the criminal waste of time and money involved in making advertisers' revisions and the remaking of engravings on account of them. He first turned to photography but found

*Assistant Mechanical Superintendent, Boston *Herald-Traveler*.

C. W. Govier, Mechanical Superintendent of the Boston Herald-Traveler, *who has developed photoprint method of advertising composition.*

How Do *You* Like Our Reference Number?

Brickbats—We Accept Them.

Still they come! Mechanical executives have been sending comments on *Printing* EQUIPMENT *Engineer's* big 1936 Printing Equipment and Supplies Reference Number. Many Production Manager and Mechanical Executive readers, through personal comment and friendly criticism show their enthusiasm for the magazine which is devoted to their special interests. Below are printed the names of those who have commented on the November issue and the contents of *Printing* EQUIPMENT *Engineer* in general, since the December issue went to press:

Roses—We Accept Them, Too.

A

Alex J. Alberg
Matt A. Ambrose
L. C. Austin

B

John W. Baker
E. L. Baring
I. D. Barrett
Roland G. Bloomfield
Albert Brazis
LeroyBrewington
C. T. Brockman
E. V. Burrows

C

Edwin G. Cain
B. D. Caldwell
William Camerer
H. Clyde Cameron
F. S. Carroll
William V. Cavena
Walter F. Clark
L. J. Clockman
W. A. Cloud
George Copeland
Harry E. Croner
Russel Cummings

D

C. J. Dahl
S. J. D-Alessandro
H. W. Darling
A. H. Davenport
I. B. Dawley
O. R. Daum
Desaulniers & Company
Leland E. Dissette
Charles H. Dolfuss
W. J. Donnelly
H. J. Duke
J. C. Dunn
J. D. Duvall

E

Oscar G. Ericson
G. T. Esry
H. Evans

F

G. W. Fairbrother
J. W. Faust
William H. Fehrenbach
George E. Finlay
Lew J. Franek

G

L. N. Gansworth
Bernard F. Garrity
E. J. Getz
Milton Gifford
D. M. Gordon

H

Ralph Haan
Fred J. Hagen
S. B. Hammer
Edward Hano
E. B. Harding
Edwin Hill
W. A. Hoag
W. D. Hoard & Sons Co.
W. D. Holland
W. P. Hudson
Earl N. Hughes

J

W. Y. Jackson
E. G. Johnson
J. Y. Johnson
Carl J. Jolley
Henry G. Jones
T. J. Jude

K

M. Kandle
Eugene A. Keiper
W. L. King
L. E. Knaebel
Knoxville Litho. Co.

L

A. W. LaVasque
W. E. Littler
Earl Lucure

M

Charles R. Marion
P. C. Martens
A. G. McCormick
J. C. McNamara

N

John B. Neale
Julius A. Nickel
M. A. Norr

O

J. H. O'Brien
W. J. O'Brien
W. M. Oungst

P

Allan H. Pahr
G. E. Pauley & Co.
Sydney G. Pike
John S. Plummer
Harry C. Praeg
The Process Corporation
Charles Puget

R

E. C. Raasch
Elmer Rauh
Robert F. Reed
W. L. Reynolds
E. N. Rodell
H. D. Ross
John V. Ross

S

Frank J. Salmon
John O. Sanker
P. A. Smith
Edward Sparks
Charles F. Sweeney

T

Leon J. Thornton
C. E. Turner

V

Vail Ballou Press
A. L. Vanderjagt
Henry Van Wingen
Sam Voge

W

Walter R. Wakefield
Sam Weil
H. N. Weinert
Western Newspaper Union
E. F. Winter
L. T. Wilson
Louis W. Woelfel
C. H. Wright

Z

C. M. Zattau

I am Saving the
Bricks
To Use
In Case You Ever Fail
To Send Me
An Issue of the
Printing EQUIPMENT
Engineer
Reference Book

P. H. Merkel
Hillsboro, Texas

In the form of a Photostat Announcement with rose design on the cover, we received the message shown in the box at the left!

this too costly and too long drawn out a process to make it fit our situation.

Beginning of Govier System

The *Herald-Traveler* had installed previously a photostat camera for giving the composing room a correct size reproduction of what the cut in any particular ad would be like, so that the marking up and assembly of an ad could go forward without any delay which would be caused by waiting for sizes and blue prints from the engraving room. On several occasions we had made positive photostatic prints for various purposes. These were of surprisingly good quality. We began to try out on some of the smaller advertisers positive photostats of their drawings. The results were good. Mr. Govier then went a step further. He began to submit positive photostats of all jobs involving superimposed type. By this I mean that painted-out contact prints of the art work were made and thin cellophane proofs of the type were laid over and stuck down as if the job were ready for the engraver. Any type not superimposed in the ad was given the advertiser along with the photostat of his illustration. This cut down considerably on the amount of waste on make-over zinc, because Mr. Govier established a rule that no cuts with type superimposed would be made until the type was O K'd by the advertiser as being ready to run. As far as it went this system was perfect and economical.

Time-consuming Types of Ads

In the meantime, Mr. Govier ran into another time-killing proposition, that of the drug store and auto

Cabinet for use with Photo Print system of producing advertisements in plant of Herald-Traveler, *Boston. C. W. Govier, mechanical superintendent, had the plant carpenter construct this cabinet for temporary storage of type matter as is explained in Mr. Tranter's article. Notice the trays have serrated bottoms in various column sizes for supporting type matter at an angle. Two or more trays are labeled for each day of the week according to frequency of use.*

A Slattery Original
FROM OUR OWN DESIGN STUDIOS
$35
THE GREEK GODDESS GOWN
. . . draped and shirred and serenely flowing to the floor, as regal as a mythical Juno's! The classic evening dress, as you know, is very smart this season . . . ours are done with the extra flare that marks all Slattery Gown Shop clothes . . . designed for us in our own studios and exclusive with us, of course. Suede-sheer crepe in misty pastels, $35. — 4th floor
From our Boston store's Gown Shop collection of Slattery originals, starting at $29.75
Slattery's
Opposite Boston Common

Miniature reproduction of large advertisement appearing recently in the Boston Herald. *The advertisement was created by the Photoprint System which was developed by C. W. Govier, Mechanical Superintendent of the Boston* Herald-Traveler *and described by Mr. Tranter in the accompanying article. Note the hand lettering, angled type, perfect round corners, close imposition of type to art and the combination line and halftone figure.*

supply type of advertising with which everyone is familar. No longer are these advertisers content with the familiar six-point border and box. Continuous borders of wash drawing, or ben day, or some decorative scheme are now brought into play. Sweeps and curves are used to give a more effective border, involving the setting of type at all angles, all of which causes considerable difficulty in assembling, and often results in an unsatisfactory job because the printer has been unable to approximate the angle of the box with his type. Furthermore, these advertisers send in a mat of the ad, as a rule killing most of the type contained in the boxes, but with instructions to use the border. This involves a wearisome mortising job in the stereotype room, after which the printer is furnished with a somewhat raggedy-edged piece of grill work, with the grills at all angles, in which to set his type. At its best this never can be perfect. As an alternative we had in the past tried making a flat cast of the mat and pulling a proof. From this proof we made an etching of the border, routing out the unwanted portions of the ad. This method consumed more time than the mortising method.

Preparation of Photostat for Advertiser

Mr. Govier decided to fall back on the photostat once more. When the next ad of this kind came in, he had a flat-cast made, and pulled a proof of the ad as it stood. This he had pasted down by an artist and all the unwanted parts were blocked out with white paint. Then he had the corrections and additions set up and proofs pulled in galley form. To prevent these proofs from smearing he had the type fixed, and cut apart the various items for each of the boxes and pasted them in. He also had contact prints made of any new cuts wanted for any of the boxes, and pasted these in where required. From this composite paste-up he had positive photostats made, and submitted to the advertiser.

Type Matter in Galley Form

The advertiser made all his corrections that same afternoon, which once more were made in galley form, and re-pasted where necessary. New photostats were submitted next morning which the advertiser O K'd as ready to run. From this paste-up a complete etching was made and blocked in the form. The results were very pleasing to the advertiser, and very satisfactory to the *Herald-Traveler*. All angled lines were parallel to the boxes and there were no tight squeezes nor off-center type. It was also very gratifying when we were told that the advertiser was amazed at the speed with which he received his first and second sets of proofs. Thus encouraged, Mr. Govier applied this method to all ads of this character.

Development of Method

After this it was a brief step to apply this system to the more complicated types of department store advertising. Whereas before we had submitted photostats of art work with superimposed type only, we now made it a rule to paste down all the type in the ad, and submit a photostat of the complete ad, including all the type. There are many advantages to this. Should the advertiser return the photostat with type corrections, a new drawing for the same ad, or both, the *Herald-Traveler* is now able frequently to give him one or two-hour service. It is no longer a question of sending the corrections through the printers' hands in the usual way. These are made on the galley, new proofs pulled, and the corrections pasted in and in a very short time the advertiser has a corrected photostat in his hands.

Creates Separate Ad Department

In order to cope with the increasing demand of ads requiring superimposed type, complicated typesetting, or angled inside mortises and borders of the drug store and auto supply variety, Mr. Govier decided to create a separate department for the furnishing of the necessary type proofs. The equipment of such a department required some thought, particularly in view of the fact that the work was not confined to one or two of our advertisers, but seemed to have made itself universal in

Continued on page 34

Intaglio

Original and Transfer Plates

By Adam Henry Reiser

IN AN article on "Deep-Etch and Indestructible Press Plate" in a recent issue of *Printing* Equipment *Engineer* various methods were outlined. Due to the interest abroad in deep-etch, it was suggested that we give a somewhat detailed account of one of the patents granted the Lithographic Technical Foundation. Patent No. 1,992,771 is concerned with a "method of preparing intaglio lithographic plates from original plates and transfers." A copy of this patent specification as well as any other may be obtained from the U. S. Patent Office in Washington, D. C.

Steps in Process

Eight steps are designated in the operation of creating this kind of intaglio press-plate. These steps lead from the production of the design or work on the plate, either in ink or crayon as shown in Fig. 1; dusting with some powder, resulting in Fig. 2; then coating the plate with the light-sensitive colloids (Fig. 3); exposing this to light as in Fig. 4; developing and removing the ink (Fig. 5) thus exposing the metal to the action of the acid in the actual deep-etching operation (Fig. 6), after which an ink-receptive medium is put to the deep-etched portions, and inking takes place (Fig. 7) and finally the colloid coating is removed from around the work areas (Fig. 8), after which the plate is made ready for the press.

The accompanying chart shows a cross-section through a plate—the saw-like surface beside and under the inked design in Figs. 1 to 8 represent the grain of the plate.

Particular attention must be paid to parts of several of the steps. The bichromated coating when applied to either crayon or hand-transferred work tends to run away from the greasy image. The inventors, Robert F. Reed, Paul W. Dorst and Anthony George, by using any of the dry powders long in use in lithography, such as rosin, asphaltum, starch, flour, talcum or a mixture of two or more powders capable of adhering to the ink image when dusted over the plate, and then producing capillary activity sufficient to permit a free flow of the coating solution, assert they have made satisfactory deep-etch plates with their method.

Stress is also placed on the thickness of the mask produced by the acid-resisting material, the bichromated colloid in this instance. Whirler speed, grain of the plate and concentration of the solution play a major part in the coating obtained. Varying any of the above factors will change the character of the coating.

Preferred Coating Solution

An expressed preference is shown by the inventors for a coating solution of the following composition:

Albumen (flakes).....1 part by weight
Photo-Engraver's Glue (50% solids).....2 parts by weight
Ammonium Bichromate.....0.6 part by weight
Water, sufficient to make a solution containing 20 grams of total solids per 100 cc.

Time of exposure to light after the film has been applied and dried onto the plate which carries the design, will be found to be about two or more times as great as ordinarily necessary to insolubilize such a colloidal coating. This is so because of a ridge of thicker coating existing at the boundaries of the design or image than either over the image itself or over other parts of the plate. Failure to increase the exposure will result in the heavy ridge washing away under development. This will leave an uneven work edge or design boundary. After the mask has been light-hardened, the entire plate is flushed with water, drained, and, while still damp, washed with an ink-solvent, such as gasoline or benzine. When all of the ink has been removed, the plate is dried and deep-etched with a practically moistureless solution, containing not more than five per cent moisture.

Deep-etch Acid

The inventors prepare their solution by mixing 5 cc. of hydrochloric acid 37%-38.5% with 95 cc anhydrous alcohol. The length of action by the acid is not included in the patent specifications, but it must be of sufficient duration to give the depth of cut desired. Care must be

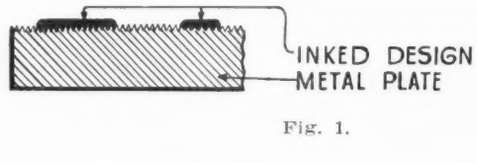


Fig. 1.

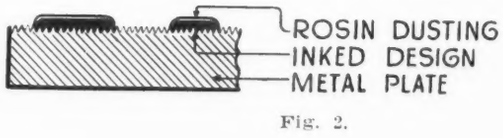


Fig. 2.

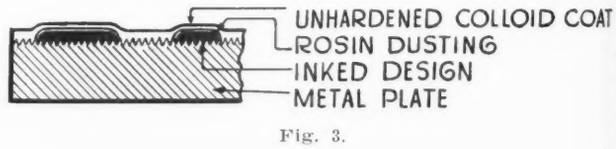


Fig. 3.

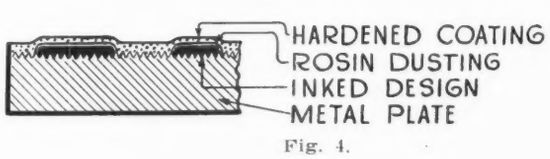


Fig. 4.

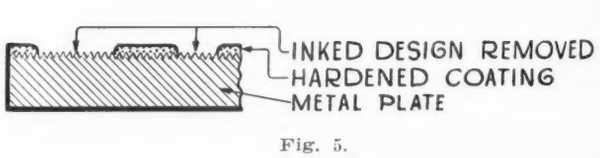


Fig. 5.

Fig. 6.

Fig. 7.

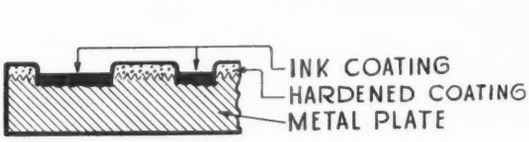


Fig. 8.

exercised, however, that it be not of too long a duration or the stencil will suffer: the work as a consequence becoming ragged.

The acid is then removed with a squeegee and the plate thoroughly washed with anhydrous alcohol. Any dirt spots or further deletions of work may be carried out at this point by simply smearing with a cotton wad or brush over the unwanted parts with the original coating solution or just a plain gum arabic solution. This is then thoroughly dried and the residue removed from the cuts or sunken portion with some cotton and turpentine or gasoline. A sufficient amount of rubbing must be resorted to in order that the asphaltum or lacquer which is so often used as a base for the ink may adhere perfectly to the plate instead of lying atop of this residue left in the cuts or etched portions by the acid action on the plate.

After the asphaltum or lacquer has been applied, developing ink is spread over the plate wherever the work lies. Talcum powder is dusted over this, and the stencil or mask of light-hardened coating is ready to be removed. A solution of Barium Chloride—8 grams, Sodium Hydroxide—1 gram, and sufficient water to make a total volume of 100 cc is then rubbed over the plate with cotton until the gum-bichromate coating is removed.

If work is to be added or repairing to be done, the plate may at this point be counter-etched by flushing with a solution of one part of hydrochloric acid 37% to two hundred parts of water. This is permitted to act and then after a thorough washing the plate is dried quickly. Tusching is then carried out and finishing takes place by etching or desensitizing the plate with either an ammonia salt or bichromate etch combined with gum. The plate is then gummed-up and dried, washed out with asphaltum, rolled up and cleaned, after which it is ready for the final etching. It is then gummed and dried and left either in ink or washed out with asphaltum for the press.

Co-pending patent application No. 700,114 makes further claims for Barium Hydroxide and Barium Chloride for use in removing bichromated films from lithographic plates.

Concluding the patent specifications is an eight-point paragraphical limitation claim which seems rather completely to control or cover deep-etching original plates or hand-transfers with a light-sensitive colloid-protein or mixture of glue and albumen and bichromate.

Addendum

In the 1936 Printing Equipment and Supplies Reference Number of *Printing* Equipment *Engineer*, the Manufacturers' and Products Index listings of The Ludlow Typograph Company, 2032 Clybourn Ave., Chicago, Ill., should have included matrices for Ludlow line-casting machines, as well as a listing for Elrod Lead, Slug and Rule-Casting Machines, in addition to the items already mentioned. Please make these corrections in your copy of the Reference Number.

Carrier Appointment

Announcement has been made of the appointment of L. R. Boulware as vice president and general manager of the Carrier Engineering Corporation, Newark, N. J., manufacturers of air-conditioning equipment, effective January 1.

Anticipates Record 1936

By H. A. Porter*

The printing industry in all of its branches has an exceptionally busy and prosperous year ahead of it, and it would not prove surprising if all past records were broken with respect to volume operations.

It is our belief that this is . . . a steady movement forward, having as its foundation a deep-seated change for the better, affecting every branch of trade in the country. We anticipate a record 1936, with what happened and started to happen last year, as the background for our conviction. Beginning well along in 1935, many of the heavier industries at last began to feel the expanding influences at work and their growing requirements raised production all along the line to the extent that a great number of businesses reached normal operations.

With these heavy industries, especially building and railroad, increasing the speed at which they were travelling last year, and constantly approaching normal activities of prosperous years, there is no reason to doubt that American printing as a whole will reach its peak, if not boom, point well before the first of 1937.

The Harris organization is expecting to have one of the most successful years of its entire career in all three departments of its business—letterpress, gravure and offset equipment lines.

*Vice President in Charge of Sales, Harris-Seybold-Potter Company, Cleveland, Ohio.

Keeping the Color Uniform

KEEPING the color uniformly even throughout the run is an important part of a pressman's job. Long runs, particularly, tax the pressman's patience and ingenuity. In an all-day run, some pressmen make a practice of adding more notches to the fountain roll when color is found to be running light.

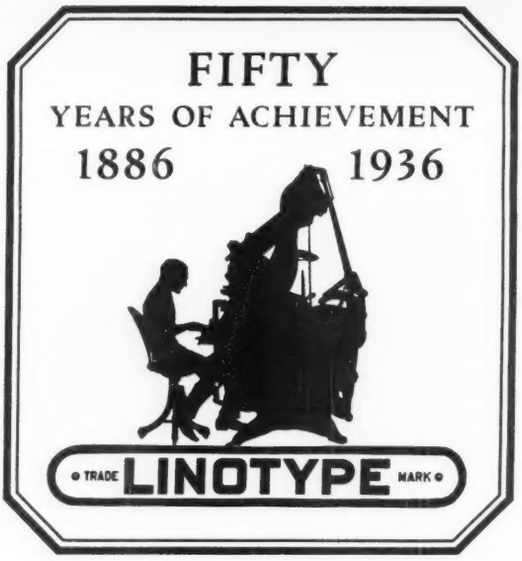
When color has been established, the fountain setting should not be disturbed, nor is it necessary if attention be paid to these factors: (a) That the ductor roller rotates properly; (b) that the ink in the fountain is stirred frequently and thereby kept down to the fountain roll.

A dab of red ink placed upon the end of the ductor roller will enable the pressman to ascertain whether or not it is turning. If it is not, stop it in the center of the leather ductor roller starter, located on the gear side of the press, and examine the packing. If the leather packing is too low, underlay it with thin bristol board; if the leather is high enough but is glazed, sandpaper it; if too hard, apply neat's foot oil.

The second cause for failure to maintain uniformity of color may be attributed to the pulling away of the ink from the fountain roll. The situation is stated more correctly when we say it is pushed away. The rotation of the fountain roll pulls bubbles of air down into the ink and these form an air cushion which prevents the ink from coming into contact with the steel roll. Periodic stirring with an ink knife to keep the ink down to the roll or the installation of an ink agitator, preferably the latter, are the remedies suggested.

Kathman Now With ATF

Harold Kathman, recently of New York, has joined the advertising department of the American Type Founders, as assistant to Fred C. Cole, Advertising Manager.



1936
Modernize for Profits

Printers will make money in 1936.

Not all. But more than have shown a profit for some years past.

Printing is being done. Somebody is doing it.

And in spite of the sad stories you hear, not all of it is being done at a loss.

The printers who are getting the business today . . . and making money . . . are those who have brought their plants up to new levels of efficiency.

Printers who are losing out generally are those who are sticking to equipment and methods that were out of date in 1929 and are hopeless in 1936.

During the years since 1929, there has been tremendous technical improvement throughout the whole equipment field.

The printer today has far better tools than he ever had before.

His hope of profit lies in learning to use them.

This is true in the press-room. It is equally true in the composing-room.

Linotype has made notable advances. For example:

With the Two-in-One Linotype, the one-machine shop can set both text and display up to 30 point. This means that the average run of job and publication work can be set direct from a single keyboard.

For the larger shop with a busy display Linotype, Super-Display models carry the keyboard range up to full 36 point and condensed faces to 60 point.

The All-Purpose Linotype, using hand-set matrices, casts faces up to 144 point and offers an economical method of producing many classes of work.

The Self-Quadder, Linolite magazines, and a host of minor improvements contribute to faster, more flexible operation and a wider field of usefulness.

Many more type faces have been provided to meet modern tastes and needs.

As a result of all this development work, we find the Linotype used today on many new classes of work.

One instance is advertising composition.

In pre-depression days, it was nearly all hand-set. Fussy work. Short bits of copy. Frequent run-arounds. Plenty of a.c.'s. Spacing had to be just so.

Just about the toughest assignment for composing-machines.

Linotype went into that field. It showed results in every way as good and in some respects better than could be achieved by hand. Plus a saving in cost.

Note that combination! Equally good results . . . plus a saving in cost.

Pretty hard to compete against that.

✦

MERGENTHALER LINOTYPE COMPANY, BROOKLYN, NEW YORK

SAN FRANCISCO · CHICAGO · NEW ORLEANS

CANADIAN LINOTYPE, LIMITED, TORONTO, CANADA

Representatives in the Principal Cities of the World

On July 4, 1886, the first Linotype cast its first commercial slug in the plant of the New York Tribune.

TRADE LINOTYPE MARK

LINOTYPE BASKERVILLE AND CLOISTER BOLD

Tickler

Or "Paper Memory" for Printing Plant Executives

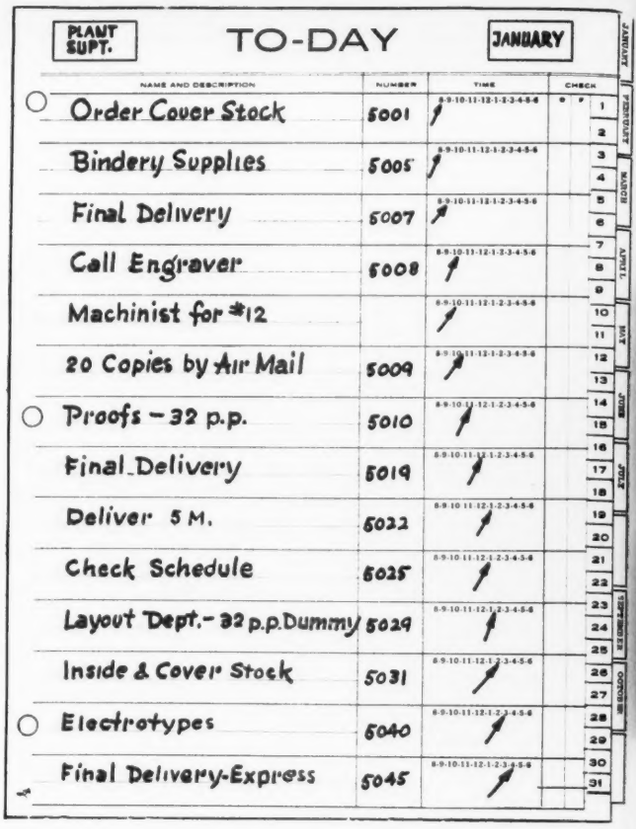
By A. V. FITZGERALD*

WHAT printing plant executive is there among us who has not at some time suffered keen embarrassment and perhaps "loss of face" because an important detail connected with his work was overlooked entirely or was not attended to sufficiently in advance to insure a smooth-running procedure? How many foremen take their printing problems to bed with them to spend a fretful, sleepless night in an attempt to coach and whip their minds into remembering all that must be done on the 'morrow, only to find at the close of another working day, because of many pressing details, that important things have been left undone?

Few of us have been endowed with "photographic minds"—the type of mind that having once received an impression catalogues it and retains it for ready use indefinitely. Nor is it necessary that we be so talented or that we attempt to make one small head carry all

Continued on page 18

*Formerly Plant Manager, The Meyer-Rotier Co., Milwaukee, Wis.


PLANT SUPT. TO-DAY JANUARY

NAME AND DESCRIPTION	NUMBER	TIME	CHECK
Order Cover Stock	5001		
Bindery Supplies	5005		
Final Delivery	5007		
Call Engraver	5008		
Machinist for #12			
20 Copies by Air Mail	5009		
Proofs – 32 p.p.	5010		
Final Delivery	5019		
Deliver 5 M.	5022		
Check Schedule	5025		
Layout Dept. – 32 p.p. Dummy	5029		
Inside & Cover Stock	5031		
Electrotypes	5040		
Final Delivery-Express	5045		

Fig. 1.—Miniature reproduction of a "tickler" or paper memory described in the accompanying article by A. V. FitzGerald. The original sheets are printed on white bond paper, 8½ in. by 11 in., punched for loose leaf binder. This is a perpetual reminder which eliminates automatically the liability of forgetting important duties or appointments. In this reproduction various duties for a typical work day are shown. The hour at which any certain duty is scheduled is indicated by an arrow. For instance, it is shown here that on January 1 at 10 o'clock the engraver is to be called concerning cuts for Job No. 5008.

YOU WILL BE DELIGHTED WITH THE SUPERIOR FEATURES OF FLEX DRY MATS ● . . . low-pressure molding . . . quick scorching . . . splendid stay-back . . . uniform shrinkage . . . uniform thickness . . . low-temperature casting . . . freedom from buckling . . . excellent reproduction of halftone and Ben Day screens.

YOU ARE INVITED TO TRY FLEX DRY MATS ● You will find that, because of their low-pressure molding feature, they greatly reduce the danger of breaking down screen dots and porous slugs. That means better reproduction of both halftones and type matter. You will find, too, that FLEX dry mats scorch quickly and cast perfectly at moderate temperatures.

SEND FOR SAMPLES—NOW

FLEXIDEAL DRY MAT COMPANY

•

21 West Street, New York

FLEX DRY MATS

ATF carries all sizes both treadle and rotary perforators

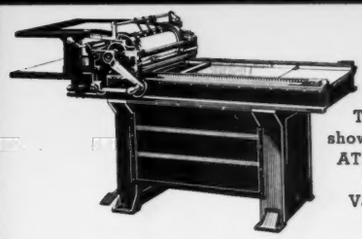
ROSBACK TREADLE PERFORATOR

AMERICAN TYPE FOUNDERS

CARRY MORE THAN

4000

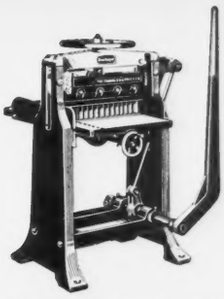
articles for printers!



The model shown is No. 32 ATF carries 28 different Vandercook models

VANDERCOOK PROOF PRESSES

SEE AMERICAN FIRST



CHANDLER & PRICE BUCKEYE PAPER CUTTER

This is a 26½ inch lever cutter.
ATF carries a full line all sizes lever and power cutters

SEE AMERICAN FIRST

ATF carries the complete line of Challenge Machinery Company

CHALLENGE POWER PAPER DRILLING MACHINE

AMERICAN TYPE FOUNDERS

CARRY MORE THAN

4000

articles for printers!

Ask your local ATF ma for a demonstratio

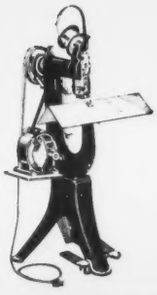
ATF COMPOSING ROOM SAW

SEE AMERICAN FIRST

HAMILTON CABINETS

ATF sells the complete, modern line of Hamilton Composing Room Equipment

SEE AMERICAN FIRST



This is the Model No. 2. ATF carries 11 models of this manufacture

BOSTON WIRE STITCHER

AMERICAN TYPE FOUNDERS

Sales Corporation

ELIZABETH, NEW JERSEY

ATF carries the complete line of Rouse tools fo printers

ROUSE VERTICAL MITERE

Here's the last word in modern, labor-saving saw design . . . at the best price ever offered . . . and good enough to be guaranteed* by ATF. Have you ordered your new ATF Composing Room Saw?

*The one year guarantee against defective workmanship and materials does not apply to saw blades and trimmer knives.

$295.
Equipped with ¼ H. P. Motor

$320.
Equipped with ½ H. P. Motor
For Heavy Newspaper Work

Prices F. o. b. Elizabeth, New Jersey

American Type Founders

BRANCHES AND SELLING AGENTS IN TWENTY-FIVE CITIES

Types used: Stymie Family, Franklin Gothics, Keynote

Color Ad

Of Unusual Merit in Fast Production and How It Was Handled

By Staff Writer

A COMBINATION of public spirit and aggressiveness on the part of an advertiser and the smooth functioning of a newspaper organization resulted in the production of one of the most unusual color advertisements in the printing history of the Northwest. The color advertisement appeared in the Minneapolis *Journal* on Sunday, November 24 last. The advertisement was outstanding because of its message, the speed with which it was prepared and the quality of product obtained.

In discussing this accomplishment with the writer, H. L. Foster, mechanical superintendent, said:

"The advertiser desired to congratulate the Minnesota football team on its wonderful record over two seasons and in a striking manner to call attention to this record. Both the Minneapolis and Northwest buying public were 'football minded' at that time, thus giving the advertisement a widespread appeal.

"The Minnesota team had gone through two years without a tie game or defeat but the final game still was to be played. As the hour of the last game approached on Saturday, November 23, excitement was at fever heat. The advertiser realized that a distinctive display would strike a responsive chord. He was willing to stand the expense of preparation, taking a chance that everything would materialize as the football fans desired.

It has been Mr. Foster's contention that the successful preparation for and printing of color in daily newspapers at normal black-and-white speeds is dependent upon the fullest cooperation by the advertiser, the artist and the mechanical departments in the newspaper plant. In other words, the printing of color pages in news sections at regular press speeds should cause no special production problems in the newspaper plant provided a certain sequence of operations and proper technique are employed.

Mr. Foster's comments on production of the color page are as follows:

"The design for this page was planned, the art drawn and the color scheme worked out the Friday night before the game.

"The halftone background is a blowup of a crowd in a section of the grandstand at a previous game.

"The color plates were made on zinc in the *Journal* engraving department with a plate for black, one for maroon and another for gold. The photoengraving detail was as follows: Copy was photographed through

NORTHWEST COMES THROUGH
MINNESOTA
A Record of Records
1934
Minn. 56 - - N. D. State 12
Minn. 20 - - Nebraska 0
Minn. 13 - - Pittsburgh 7
Minn. 48 - - - - - Iowa 12
Minn. 34 - - - Michigan 0
Minn. 30 - - - - Indiana 0
Minn. 35 - - - Chicago 7
Minn. 34 - - Wisconsin 0
1935
Minn. 26 - N. D. State 6
Minn. 12 - - Nebraska 7
Minn. 20 - - - - Tulane 0
Minn. 21-Northwestern 13
Minn. 29 - - - - Purdue 7
Minn. 13 - - - - - - Iowa 6
Minn. 40 - - Michigan 0
Minn. 32 - - Wisconsin 7
Congratulations to the National Champions—'34 and '35
ALPACUNA OVERCOATS
the most sensational of all overcoat values
$40
EXCLUSIVELY IN MINNEAPOLIS
NICOLLET AT 4TH MAIN STORE
RADISSON STORE IN THE HOTEL RADISSON
Supreme luxury, greater warmth, less weight, longer wear—those are the cardinal points of Alpacuna that have made it the season's big hit and placed it among the first and foremost of all existing overcoat values
MAURICE L. ROTHSCHILD
ST. PAUL
PALACE CLOTHING HOUSE - MINNEAPOLIS
CHICAGO

Miniature reproduction of striking color advertisement appearing in a regular news section of the Minneapolis Journal *for Sunday, November 24 last. The outside border, pennant, pennant ribbons and initial letters in advertiser's signature were printed in maroon. The inside border and pennant lettering appeared in gold (chrome yellow), Minnesota's colors. The balance of the advertisement was printed in black. Mechanical Superintendent H. L. Foster states the Saturday Minnesota-Wisconsin game was finished at 4:30 o'clock. Presses did not finish running the Saturday paper until 6 p.m. At 7:25 p.m., however, just five minutes ahead of schedule, the* Journal *presses were running on the first Sunday edition with the final score of the game in a two-color-and-black page advertisement. Read the article in which Mr. Foster tells how details in preparing the copy and plates for the color advertisement were handled.*

a 75-line screen, wet negatives developed, enamel cold top on key plate, soft ink prints on the two color plates and color separation done by Ben Day men.

"The blocks of type covering the merchandise and congratulations to the team were pasteups into the black plate but the box containing the record of scores was, of necessity, a type-set insert which allowed us to complete the two-year record by inserting the score at the finish of the game.

"The two color plates cleared the composing room at noon on Saturday and the black plate at 4:30 p.m. of the same day after the game ended.

"In the pressroom, presses did not finish running on the Saturday paper until 6 p.m. Then rolls and plates were changed, fountains filled, necessary register moves made and presses started on the first regular Sunday edition at 7:25 o'clock, five minutes ahead of time, carrying two colors and black."

The Minneapolis *Journal* presses are the Goss decker type with cylinders reversed and compensators have been installed where needed.

The demand for color in the daily has shown a material increase during the fall months. The Minneapolis *Journal* printed four local two-color-and-black page ads in its regular news section in the Sunday paper for December 15.

Smith is Appointed Assistant Production Manager

Public Printer A. E. Giegengack announced recently the appointment of William Smith of New York as Assistant Production Manager of the Government Printing Office.

Picture by International News Photos

John A. Brogan, Jr. (left) Foreign Sales Manager and Craftsman John W. Donald (right), Service Department Manager of King Features Syndicate. Mr. Donald presided at the Christmas meeting of the New York Club of Printing House Craftsmen, and introduced Mr. Brogan who regaled the New York Craftsmen with many interesting stories about the vast detail involved in selling American humor to the world. From Mr. Brogan the Craftsmen learned what Popeye eats, where people never heard of spinach, and how Tillie the Toiler had to be redrawn for Japan because officials there objected to public printing of Mac being kissed by his sweetheart Tillie. The dinner-meeting was voted a pronounced success.

27 daily newspapers are currently published in the state of Connecticut. . . .

25 of these are today using the LUDLOW system of hand-set, slug-cast composition for setting display. . . . Such acceptance constitutes a significant endorsement of the fundamental rightness of the Ludlow system for setting display matter economically and effectively.

LUDLOW TYPOGRAPH COMPANY, 2032 Clybourn Avenue, Chicago

Set in members of the Ludlow Karnak family

How would YOU like to write us a letter like this?

PHOENIX REPUBLIC AND GAZETTE

November 5th, 1935.

The C. M. Kemp Mfg. Co.,
405 East Oliver St.,
Baltimore, Maryland.

Gentlemen:

We have been using Kemp immersion heated stereotype equipment in our plant since last February and are most enthusiastically satisfied with the results obtained.

We replaced a one-ton oil heated remelt pot with one 1200 pound Kemp heated pot. We replaced a 5-ton Hoe oil heated pot used for casting stereotype plates with a 3½-ton Kemp heated pot. Both of these pots are full automatic temperature control and are used in production of both our morning and evening newspapers, which we publish from one plant.

While we were very dubious about the estimates that Kemp made before installation, we find that they were untrue only insofar as our fuel cost has been less than the guarantee made by your company. By using natural gas in connection with your equipment the costs for operating these pots are only about 20% of what we were paying under the previous method of using oil burners. Our records indicate that dross taken from the two pots has decreased about 40% since they were installed. Metal is brought to casting temperature in a much shorter time than previously. Working conditions in the stereotype department are greatly improved because these pots do not give off any heat and this is quite an important item especially in this part of the country in the summer time.

This installation has worked perfectly without any attention since installation and we are thoroughly satisfied in every way.

Yours very truly,

Sidney Myers
Business Manager.

Sidney Myers:rp

PROBABLY we can't save *you* 80 percent on fuel . . . but we will *guarantee* to save not less than 40 percent. We put it in writing We prove it before you pay. Better write about this today . . **The C. M. Kemp Manufacturing Company, 405 East Oliver St., Baltimore, Md.**

KEMP of BALTIMORE

Tickler

(*Continued from Page 14*)

we must know. Man is the only animal that can devise mechanical methods of extending his natural faculties. If an object is beyond his accustomed reach, he invents a stepladder; if a sound is beyond his auditory range, he invents the radio and the telephone; if his eyesight must be magnified or projected, he invents the microscope and the telescope.

In an endeavor to improve upon the range covered by the average executive memory, a number of printing plant executives have devised "paper memories" to aid them in their work. Types of these paper memories are shown in Figs. 1 and 2.

The "Today" sheets, Fig. 1, were printed in orange ink on 8½ in. by 11 in. white sulphite bond sheets, punched to fit a loose-leaf binder. The last or right-hand column has a set-up of figures from 1 to 31 to provide a cut-out index of the days of the month. Thirty-one sheets (a month's supply) are contained in a loose-leaf binder upon each foreman's desk. When the work of the first day of the month is ended, all "unfinished business" is transferred to the sheet containing the agenda for the second day. The sheet containing the record of the first day's activities is then removed and placed in a letterfile reserved for the purpose, and a new "first" is added after the "thirty-first" sheet, thus keeping available at all times a full month's record.

The "number" column lists the serial number of the jobs in progress. The arrows pointing to the hours in the "time" column indicates the time when action is desired. A check mark in the "F" column indicates "finished" or completed. When a check mark appears

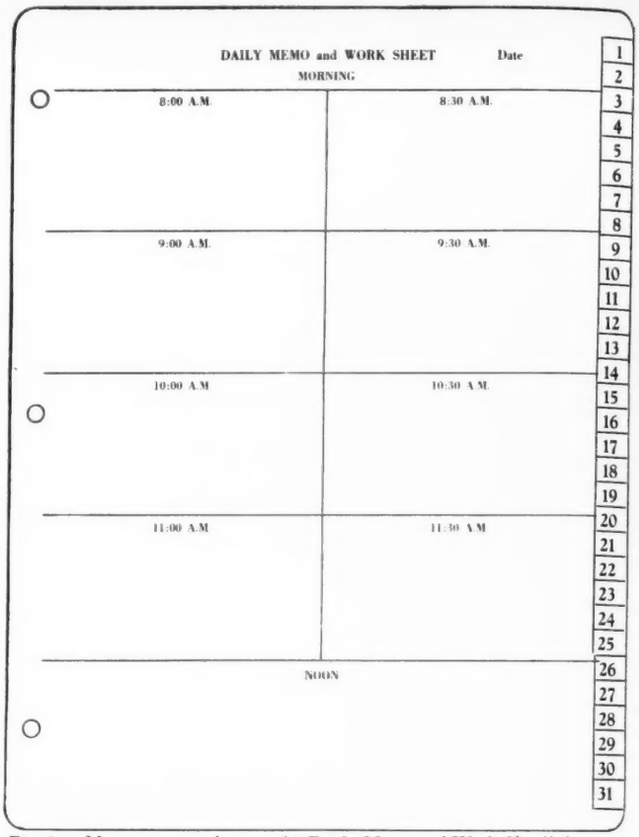


Fig. 2.—Miniature reproduction of "Daily Memo and Work Sheet" for printing plant executives. This "tickler" or paper memory serves a purpose similar to that shown in Fig. 1.

EDES PHOTO-ENGRAVING

EDES SUPERFINE QUALITY ZINC

ZINC

THE STANDARD FOR MORE THAN 80 YEARS

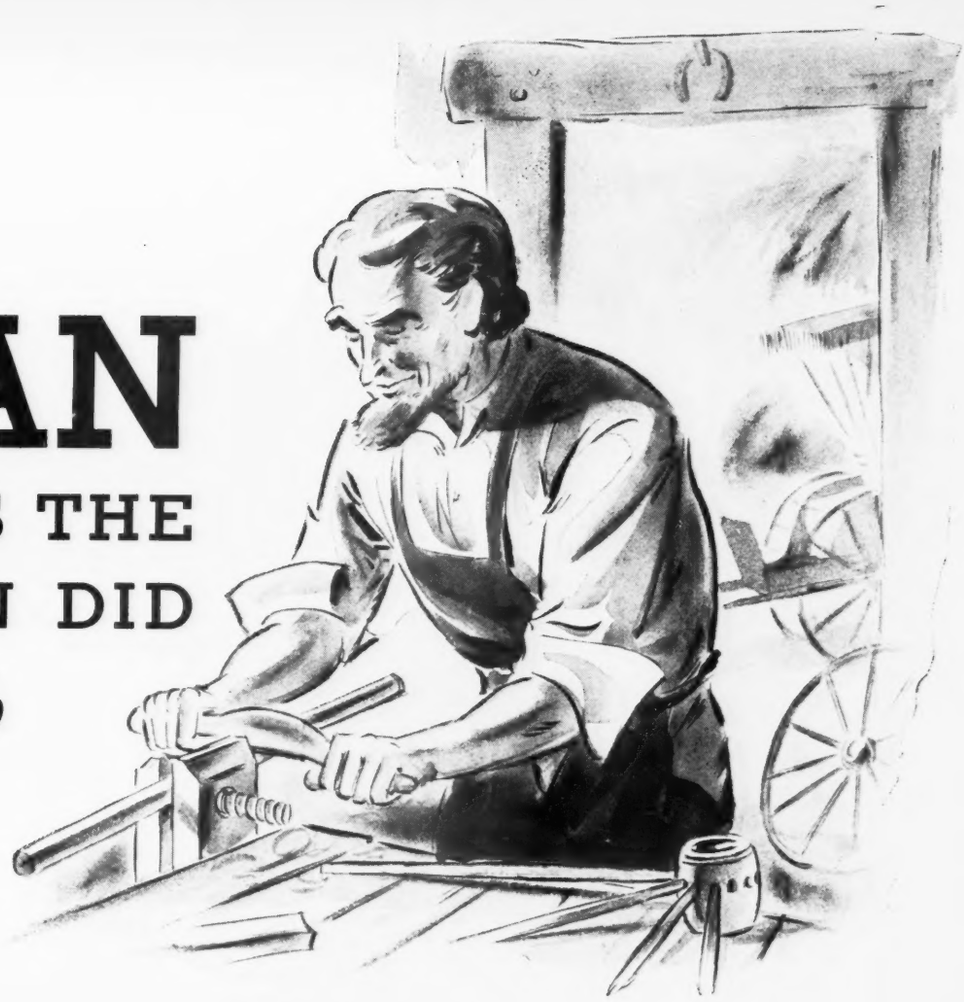
THE EDES MANUFACTURING CO., PLYMOUTH, MASS.

SAVES "REMAKES"

Stocks Carried by the Following Representatives

John H. Heimbuecher Metals Co.,
514 No. Third St., St. Louis, Mo.
Gazzolo Drug and Chemical Co.,
119 So. Green St., Chicago, Ill.
E. H. Walker Supply Co.,
Printcraft Bldg., Washington, D. C.
Selby Mohr,
883 Mission St., San Francisco, Cal.
C. S. Illingworth, 49 Springville Avenue, Buffalo, New York
Thompson-Hayward Chemical Co.,
2228 Blake St., Denver, Colo.
Thompson-Hayward Chemical Co.,
909-2nd St. So., Minneapolis, Minn.
Metzger Photo Supply Co.,
1091 So. Main St., Akron, Ohio
G. C. Dom Supply Co.,
125 East Pearl St., Cincinnati, Ohio

PLAN
JUST AS THE DEACON DID
with



NO WEAK SPOTS

"FOR," said the Deacon, "it's mighty plain that the weakest spot must stand the strain." His remedy was to make that spot as strong as the rest. Hence the wonderful one-hoss shay!

Many newspaper executives are aware of a weak spot somewhere in their mechanical production. It may not be in their costly composing equipment, nor in the press room where they have lavished so many thousands. It may even be dry mats, insignificant as they are from a cost standpoint.

Many publishers acknowledge that their change to Certified Mats removed an important weak spot in their stereotyping. They have found them uniform and dependable, with all that uniformity means in maintaining schedules and conserving the quality appearance in the product.

Certified Mats mold easily and scorch quickly on any type of scorching equipment. They offer uniformly good first casts, without chilling. Their sensitive surfaces reproduce every detail with unfailing fidelity. Convincing solids and unsurpassed halftone rendering are sources of the prestige that Certified users enjoy among their advertising patrons.

So build, as the Deacon did, for balanced results and lasting good will in every detail of production and—

For dependable stereotyping, rely on Certified Mats, made in the U. S. A.

CERTIFIED DRY MAT CORPORATION

338 MADISON AVE., NEW YORK, N. Y.

Certified DRY MATS

Again in 1935

MORRILL

LED ALL OTHER

INK

MANUFACTURERS IN TONNAGE OF INK SOLD

We express our grateful appreciation to the publishers and printers of America for this overwhelming preference for the inks that are the standard of the newspaper and printing world.

GEO. H. MORRILL CO.

Division

General Printing Ink Corporation

World's Largest Manufacturer of Newspaper Black and Colors

100 Sixth Avenue, New York City, N. Y.

Factories

Norwood, Mass. Tacony, Phila., Pa.
Chicago, Ill. San Francisco, Cal.

Branches:—Boston, New York, Philadelphia, Detroit, Chicago, St. Louis, Minneapolis, Fort Worth, Los Angeles, San Francisco, Seattle

in the "O" column, the explanation for failure to complate the task designated is written upon the reverse side of the sheet. The "O" is the abbreviation used for "over."

The plant manager's "Today" file should contain at all times sufficient sheets to provide a six to a twelve-month record. Additional tabs, showing the month of the year, will serve to keep the sets of sheets separated into the various month groups. Gummed and printed tabs suitable for this purpose may be purchased at any stationery store.

The system may be operated to provide progress reports upon jobs that are being routed through the establishment. If a job enters the plant upon the first of the month and is scheduled for delivery upon the fourteenth, the plant manager may make a notation on the "Today" sheet of the *fourth*, calling his attention to the fact that the job should be out of the composing room on that date; another notation upon the sheet of the *eighth* day may serve to remind him to inquire into the progress of the job in the pressroom; and a third entry upon the sheet cataloguing the operations for the *thirteenth* of the month will assure him that all is in readiness for delivery of the job at the time specified.

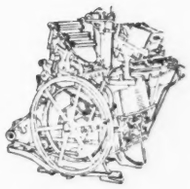
When touring the plant, whether the foreman is at his desk or is temporarily absent, instead of relying upon the giving or the relaying of verbal orders by other employees, the plant manager enters important instructions upon the *foreman's* "Today" sheet. Instructions thus given serve to forestall many errors of commission and omission, eliminate possibility of misunderstandings and are reviewable at any time in the future.

Fig. 2, "Daily Memo and Work Sheet," illustrates another type of tickler that has been in successful operation over a period of years. The sheet size of the originals is 8½ in. by 11 in.; the stock, white ledger. One side of the sheet schedules by half-hour periods the morning's work; the reverse side, the afternoon's program. In all other respects their use follows closely the outline delineated for Fig. 1.

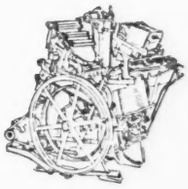
One plant superintendent who employs this system has had a few unprinted, pink sheets of the same size prepared. Upon these he enters "long range" and "slack period" tasks and assignments. One of these sheets is filed behind the white sheet and is carried forward each day. These "long-range" objectives may include such items as "Prepare a New Equipment Budget for the Pressroom," "Draw a New Floor Plan for the Composing-room," "Formulate a Chart Showing the Official Set-up of the Organization and Defining the Various Spheres of Responsibility," "Compile a List of Manufactured Stationery Jobs that may be printed in Slack Periods," etc. As soon as one of these jobs has been completed it is crossed out or checked off and others that arise are added. Items appearing upon the pink sheet need not necessarily be completed that day, but the sheet is carried forward from day to day to insure not being lost from sight. The constant repetition, caused by seeing these items upon the calendar day after day, will serve finally to galvanize into action even the tardiest of us and will result eventually in the thing being done.

Any modifications made in the original instructions given to departmental foremen should be written. Any important change ordered by telephone or given verbally should be confirmed immediately with a written statement. An inter-department communication blank with space provided for the date and hour will provide the proper vehicle and its use will save much room for arguments.

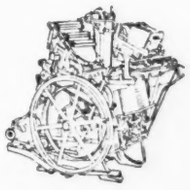
IF YOU WERE LIMITED TO ONE PRESS?



You would, naturally, want the most versatile press on the market; a press which would handle tissue paper and cardboard with equal facility, as well as do a first-class job on all grades of stock in between, whatever their nature or finish. It would also have to handle envelopes, booklets, folders for imprint, business cards, gummed labels, show cards, glassine bags and paper sacks. Occasionally it would have to tackle die-cutting and embossing, print on cartons of various shapes and sizes and be able to take an oversize sheet.



In short, it would have to take the run of the hook, and do it profitably; the profit part depending upon low overhead, speed of production and the delivery of a first-class job. All of which again depend on ease of operation, rigidity and strength of impression, good distribution of ink and speedy automatic feed and delivery. The value of these features depends in turn upon the right kind of materials, the precision of their manufacture and assembly and the quality and strength of the raw materials in the first place.



At this point, printers who are not acquainted with the KLUGE AUTOMATIC PRESS may be pardoned for exclaiming, "Heck! there's no such machine. And if there is, there isn't enough money to buy it" . . . As a matter of fact, the Kluge fills all the above requirements—and then some— which makes its exceedingly low cost all the more surprising. That is the reason, too, why it is outselling all other presses on the market. So, if you are contemplating the replacement of an obsolete press, increasing your production facilities or looking for more profits, let us suggest that you talk the matter over with our representative.

Brandtjen & Kluge, Inc., Mfrs., St. Paul, Minn.

BRANCHES WITH OPERATING EXHIBITS

NEW YORK . . . . . 77 White Street
PHILADELPHIA . 253 N. 12th Street
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DETROIT . . . . . 1051 First Street
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ST. LOUIS . . . . . 2226 Olive Street
DALLAS . . . . . 217 Browder Street

ATLANTA . 150 Forsyth Street, S. W.
SAN FRANCISCO 451 Sansome Street
LOS ANGELES . . 1232 S. Maple Ave.

HSP Entertains Cleveland Craftsmen

For the November meeting, 150 members and guests of the Cleveland Club of Printing House Craftsmen were invited to visit the plant of the Harris-Seybold-Potter Company. The guests were served a buffet lunch, after which A. T. (Art) Walker was introduced. He extended a warm welcome to all. He introduced in turn A. F. Harris, the founder of the organization (who had been getting quite a kick out of making everybody happy) and N. L. Daney, General Manager, both giving the assembled guests a cordial welcome.

The program chairman, J. H. Winkler, introduced A. S. Harris, Vice-President in Charge of Engineering, who gave an excellent talk on flatbed and rotary presses. He spoke of the difference in energy necessary to drive the two types of machines. This was quite a revelation to his audience as the average printer is so accustomed to taking his presses for granted that he doesn't realize what a tremendous force is being exerted to keep them rolling along. Many things of interest were explained by Mr. Harris.

Two items of business were disposed of, namely, the nominating committee's report on the slate of officers for the following year, and the amendments to the international by-laws. The meeting then adjourned to the factory and an interesting time was spent watching the various machines making the parts for the presses.

Cleveland Craftsmen Meet With Harris-Seybold-Potter

Monk Wins Promotion

Arthur Monk, who has been manager of the accounting and credit department of the Chicago agency of the Mergenthaler Linotype Company since 1911, has been promoted to office manager of that agency by Fred A. White, manager.

REPORTS
FROM AN I. T. M. MAN

Dear Office:

Called on Jim Brown of the American Banner who was having trouble with slugs chilling. He was blaming his metal. I knew it couldn't be his metal because our recent analysis showed it was okay. We checked the heat under the pot, throat and mouthpiece, examined the plunger to see if it was right size, checked the water used to cool mold disk. We also checked the mouthpiece jets, vent slots, lockup and pot alignment. Then we found the whole trouble was in the tension on the plunger spring. When we adjusted this tension, the slugs stopped chilling and he was tickled to death. Believe me, Jim is now a friend of Imperial Metal. He says it pays to stick to Imperial.

Imperial

The Imperial Type Metal Company
Philadelphia · New York · Los Angeles · Chicago

Economy and Inaccuracy Don't Associate

The Premier Rotary Shaver, promotes conditions of Certainty. The above illustration outlines the shaving of 11-point stereotype cuts, the operator set his dial for 11-point, and this is what the product was, within .001 tolerances. No lost motion, no marking of time, the work moves forward.

Important to emphasize, is the range from .063″ to .918″ on Flat Stereos, Wood or Electros, in steps of .001″ with **The Premier Rotary Shaver,** an all purpose machine, eliminating roughers, planers and other types of flat shavers, saving of floor space, saving of electrical current input—and producing the work faster, and definitely more accurate.

STAHI NEWSPAPER SUPPLY COMPANY, Inc.

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Los Angeles, California

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SATISFACTION REPORTED

by one of the many users of Booth's
Printers' Zink Cut Cement

Commercial Office Service
Washington, D. C.
November 25, 1935

E. A. Booth, President,
E. A. Booth Rubber Co.,
Cleveland, Ohio.

Dear Mr. Booth:

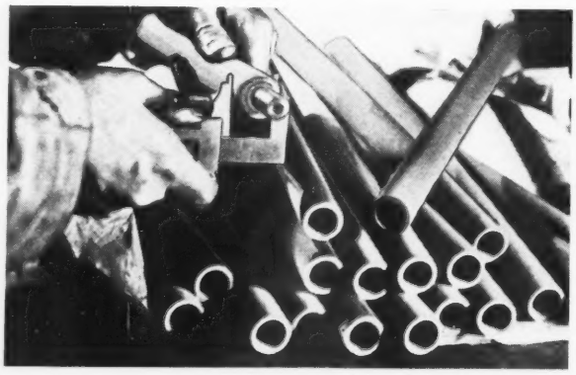
I learned of your Cut Cement while visiting the Shopping News at Springfield, Mass., a short time ago and ordered two tubes for trial. Our foreman of the composing room and stereotyper inform me that it is the best cement they have used.

As we were having difficulty in getting satisfactory cement which would not ooze up around the cuts and spoil mats, the finding of your Cut Cement was especially appreciated.

Very truly yours,
COMMERCIAL OFFICE SERVICE,
W. N. Freeman, President

WNF/amt

50 cents per large tube; $5.00 per dozen tubes; $4.00 per dozen tubes in gross lots.



Booth's Green Rubber Keyboard Rolls

are consistently uniform in diameter. The new crepe finish rolls provide a non-skid tread for Intertype and Linotype keyboard cams.

$1.30 per pair; $7.00 per dozen; 55 cents each in lots of 100. Crepe or corrugated tread—as you prefer.

BOOTH'S PHOTOENGRAVER'S CONCENTRATED RUBBER STRIPPING CEMENT flows smoothly and dries quickly

The E. A. Booth Rubber Co.
364 Rockefeller Bldg. Cleveland, Ohio

Patent Papers:
Printed copies of patents are furnished by the United States Patent Office at 10 cents each. Address the Commissioner of Patents, Washington, D.C., and enclose 10 cents for each patent paper wanted.

Patents

Teletypesetter Keyboard Patents and Other Claims Allowed

NOVEMBER-DECEMBER

Bookbinding:

2,021,214. BOOKBINDER'S CASE GAUGE. Walter John William Wilson, Victoria British Columbia, Canada. Application January 8, 1934, Serial No. 705,832. In Canada April 8, 1933. 10 Claims. (Cl. 11—1.)

1. A bookbinder's adjustable case gauge comprising a framework construction supporting a horizontal table, the table being divided transversely into two portions, one being slidable from or towards the other and adjustable in any desired position whereby a relatively narrow rectangular recess is provided between the two portions of the table top, the recess being adapted to receive back strips.

2,021,669. MECHANISM FOR AUTOMATICALLY SEVERING THE TERMINAL THREADS OF A STITCHED BOOK OR THE LIKE. Oskar Mueller, Leipzig-Plagwitz, Germany, assignor to Gebruder Brehmer, Leipzig-Plagwitz, Germany, a limited partnership of Germany. Application September 28, 1931, Serial No. 565,662. In Germany April 10, 1931. 35 Claims. (Cl. 112—252.)

1. In a book-stitching machine, in combination, a needle guide, thread stitching needles associated with the needle guide, means for assembling and stitching a book beneath the needle guide, thread-selecting members projecting between the stitched book and the needle guide adjacent the path of movement of the stitching needles, a thread-severing device associated with the thread selecting members, means for imparting lateral movement to the thread selecting members to engage and carry from the normal position the terminal threads extending from the stitched book to the stitching needles, means for looping the displaced terminal threads over the contacting thread-selecting members, and means for progressing the looped threads towards the thread severing members.

Composing Machines:

2,021,151. SCALE MECHANISM. Walter W. Morey, Wilmette, Ill., assignor, by mesne assignments, to Teletypesetter Corporation, Chicago, Ill., a corporation of Delaware. Application September 28, 1932, Serial No. 635,183. 18 Claims. (Cl. 164—112.)

1. In an apparatus for preparing tapes for the automatic control of line-casting machines, means for indicating amounts representative of matrix widths, means to indicate the justifiability of the line of composed matter, and means responsive to the movement of the second mentioned means for effecting a relative movement between the first and second mentioned means to change the normal zero position of justifiability.

2,021,419. KEYBOARD PERFORATOR AND COUNTER. Edward E. Kleinschmidt, Highland Park, and Louis M. Potts, Evanston, Ill., assignors to Teletype Corporation, Chicago, Ill., a corporation of Delaware. Original application September 4, 1929, Serial No. 390,352. Divided and this application September 2, 1932, Serial No. 631,530. 29 Claims. (Cl. 164—113.)

1. In a keyboard device having a plurality of character keys, a chart, an indicating member for cooperating with the chart, a series of unidirectional friction driven members, and means for selecting one of the members in accordance with the key depressed to move the indicating member in a single direction with respect to the chart, each friction driven member being arranged to move the indicating member a different amount.

2,023,384. MOLD DISK FOR TYPOGRAPHICAL MACHINES. Samuel E. Sperry, Hollis, N. Y., assignor to Intertype Corporation, Brooklyn, N. Y., a corporation of New York. Application March 12, 1935, Serial No. 10,711. 14 Claims. (Cl. 199—55.)

1. A mold disk for a slug casting machine comprising a body portion having a series of intersecting mold seats disposed symmetrically on its periphery, a series of molds arranged end to end on the mold seats, and means at the intersections of the mold seats and common to and cooperative with the ends of adjacent molds thereon for securing the molds to the body portion of the disk.

2,023,557. SLUG CASTING MACHINE. Anthony J. Stouges, Queens Village, N. Y., assignor to Mergenthaler Linotype Company, a corporation of New York. Application June 22, 1934, Serial No. 731,832. 29 Claims. (Cl. 199—52.)

1. In a slug-casting machine adapted to be equipped with a plurality of interchangeable hand sticks differing in form to sustain matrices of different forms, a holder for presenting a selected hand stick in operative relation to the mold, the holder being alterable in form to accommodate the different hand sticks.

2,024,006. KEYBOARD PERFORATOR AND COUNTER. Howard L. Krum, Kenilworth, and Albert H. Reiber, Chicago, Ill., assignors to Teletype Corporation, Chicago, Ill., a corporation of Delaware. Application March 25, 1932, Serial No. 601,172. 28 Claims. (Cl. 164—113.)

1. In a keyboard perforator, a counting device, a scale, an index hand and spring return means therefor, a series of keys, mechanism including friction means to move the index hand with respect to the scale in accordance with the operation of the counting device as determined by the key operated, and electromagnetically operated means invariably controlled by one of the keys to render the friction means ineffective to move the index hand to enable the return means to restore the index hand to its initial position.

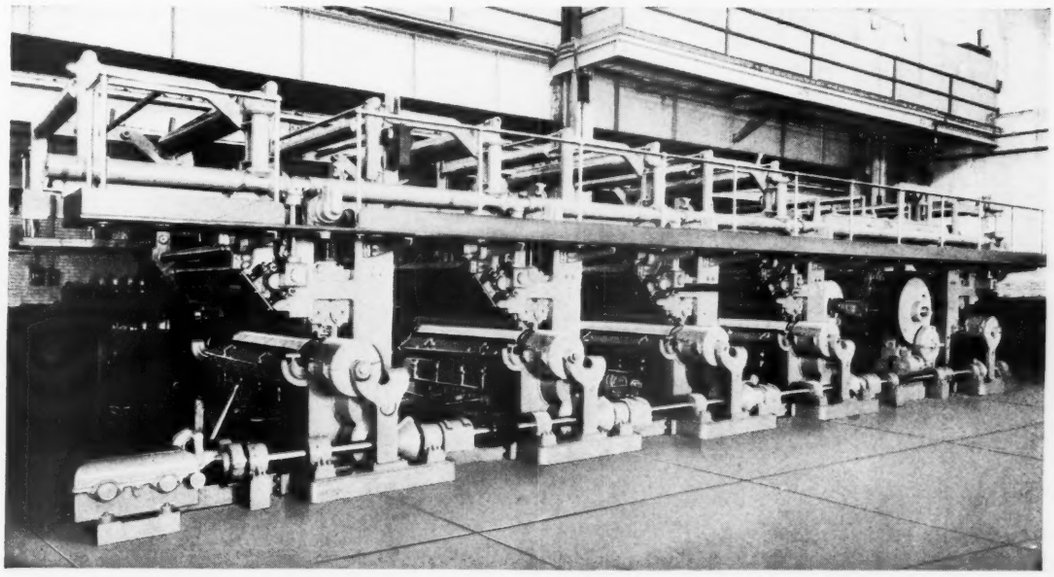
Feeding, Folding, Delivery:

2,023,734. FOLDER FOR PRINTING MACHINES. Frederick Lamatsch, Grantwood, N. J., assignor to Irving Trust Company, trustee of R. Hoe & Co., Inc., debtor, New York, N. Y., a corporation of New York. Application May 15, 1934, Serial No. 725,702. 16 Claims. (Cl. 270—86.)

1. In a printing machine folder, a web guide roller, a former, a support for the former positioned beneath the web guide roller, and means whereby the former is adjustable relative

The World's Finest

MULTI-COLOR ROTOGRAVURE PRESS



Hoe Five-Unit Multi-Color Super-Production Rotogravure Press with Hoe Reel and High-Speed Paster

The new Hoe Super-Production Rotogravure Press assures the maximum production and the finest quality and register of multi-color rotogravure printing at 15,000 to 20,000 cylinder revolutions per hour, equivalent to 30,000 to 40,000 papers per hour.

Copies of newspaper multi-color rotogravure work done at these speeds and of monotone work done at even higher speeds will gladly be sent on request.

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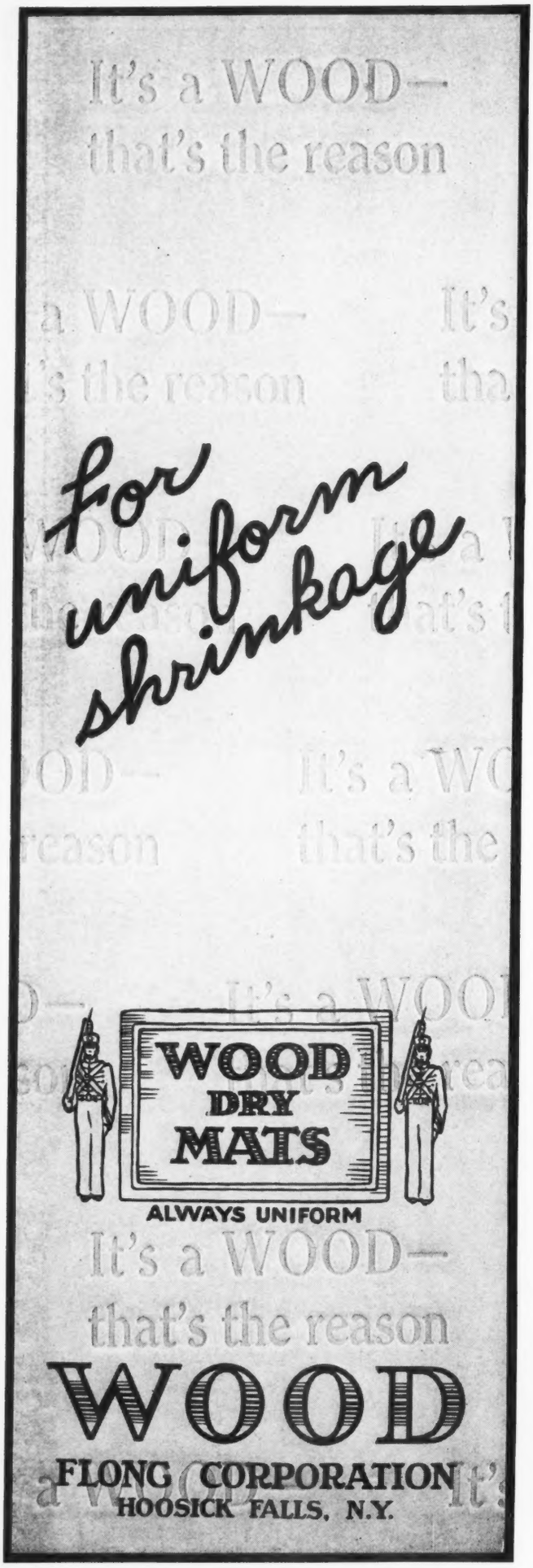


to the support and is prevented from any other movement except in an arc concentric to the axis of the guide roller.

2,023,531. APPARATUS FOR FEEDING SHEETS TO FOLDING MACHINES. Oskar Kleinschmit, Walter Geissler, and Werner Albert Schmidt, Leipzig-Plagwitz, Germany, assignors to Gebruder Brehmer, Leipzig-Plagwitz, Germany. Application March 25, 1935, Serial No. 12, 944. In Germany December 23, 1933. 6 Claims. (Cl. 271—38.)

1. Method of feeding sheets individually from a stack of sheets to a folding device comprising a buckle folding pocket which consists in feeding the sheets from a fanned-out stack in a continuous stream from a point in the position of the sheet chosen to give a desired overlap when fed to another fixed point from which the sheets are fed without change of speed for separating and conveying the sheets from the stack in succession with an overlap which is automatically determined and maintained in accordance with the position of the first feeding point on the sheet.

Miscellaneous :

2,017,053. PROCESS FOR ELIMINATING MARKS FORMED IN THE ROLLER PRINTING OF TEXTILE FABRICS BY THE ACCIDENTAL SPREADING OF DISCHARGE AGENT BEYOND THE ENGRAVED AREAS OF THE PRINTING ROLLER. Fred Baumann, Glen Rock, N. J., assignor to Alexander Chemical Company, a corporation of New Jersey. No drawing. Application January 20, 1933, Serial No. 652,772. 12 Claims. (Cl. 8—5.)

1. In the roller printing of textile fabrics wherein a reduction discharge agent is applied to the fabric by means of the engraved areas of a printing roller the process of eliminating marks accidentally resulting from discharge agent carried by the smooth surfaces of the roller when riding over the fabric, which comprises applying to the goods after printing hydrogen peroxide.

2,018,060. PRINTING INK. August J. Gautsche, St. Louis, Mo. No Drawing. Application March 29, 1934, Serial No. 718,086. 2 Claims. (Cl. 134—36.)

1. An improved printing ink for lithographic use consisting of an offset ink to which is added a compound composed of substantially four and one-half parts of a hard, rosin-like phenol-condensation product, 4 parts China-wood oil as a liquefying agent, and 4 parts wool grease as a body-holding fatty ingredient, and ½ oz. to 2 oz. of the compound being mixed with each pound of the offset ink according to the brilliancy desired.

2,018,879. MEANS FOR HOLDING PRINTING TYPE IN PLACE. Wentford W. Thompson, Beverly Hills, Calif. Application January 15, 1934, Serial No. 706,709. 3 Claims. (Cl. 101—402.)

1. A furniture bar for a printer's chase having a longitudinally extending groove, and a spacer of resistant material occupying the bottom portion of the groove.

2,018,936. EYELETING MACHINE. William S. Watt, Portland, Oreg. Application February 21, 1934, Serial No. 712,345. 5 Claims. (Cl. 218—15.1.)

4. In a device the combination of a rockable hopper having a spring urged bottom and an inclined raceway communicating therewith, the end of the raceway near the hopper being uppermost, eyelet inserting means associated with the raceway, cam means for moving the raceway out of its normal relationship with the eyelet inserting mechanism during the inserting operation and means for agitating the eyelets at their point of entrance to the raceway.

2,019,375. STENCIL PRINTING MACHINE. John Sylvester Wheelwright, Tonbridge, England. Application December 18, 1934, Serial No. 758,121. In Great Britain December 23, 1933. 3 Claims. (Cl. 101—115.)

1. A stencil printing machine comprising a number of endless stencil bands, means to support material to be printed, a pair of rollers supporting each stencil band, the axes of which rollers lie in a plane parallel to the surface of the material to be printed, a frame supporting the axes of the rollers and means to displace the frame normally to the printing surface.

2,019,541. SMOOTHNESS TESTER. Ralph A. Masten, South Glen Falls, N. Y., assignor to International Paper Company, New York, N. Y., a corporation of New York. Application March 29, 1933, Serial No. 663,329. 9 Claims. (Cl. 73—51.)

1. Apparatus for determining the smoothness of paper or like sheet materials which comprises; a smooth surface, means to hold a sample of the material against the smooth surface, means to pass air at substantially constant pressure between the material and the surface, and means to indicate the time required for a unit quantity of air to pass.

2,020,138. PRINTERS' PRESS FURNITURE BASE. Charles F. Dausmann, Hempstead, N. Y., assignor of one-half to Fred W. Hoch, Brooklyn, N. Y. Application July 28, 1933, Serial No. 682,677. 4 Claims. Cl. 101—389.)

1. As a new article of manufacture, a quad of semi-circular contour in transverse section, the quad having a bore, adapted to receive a hook mechanism.

2,022,170. METHOD FOR RECLAIMING PRINTING PRESS ROLLERS. Lester Yeager, Marion, Ohio, assignor to George Denning, Marion, Ohio. Application November 7, 1933, Serial No. 698,355. Renewed May 8, 1935. 1 Claim. (Cl. 91—67.8.)

A method of reclaiming printing rolls consisting in coating the roller with a glue, wrapping a sheet of muslin around the roller so that the muslin will adhere snugly to the roller, tying the ends of the muslin to the ends of the roller, and applying a coating of adhesive over the outside of the muslin and the tied portions, permitting the outside coating to dry and subsequently abrading and polishing the same.

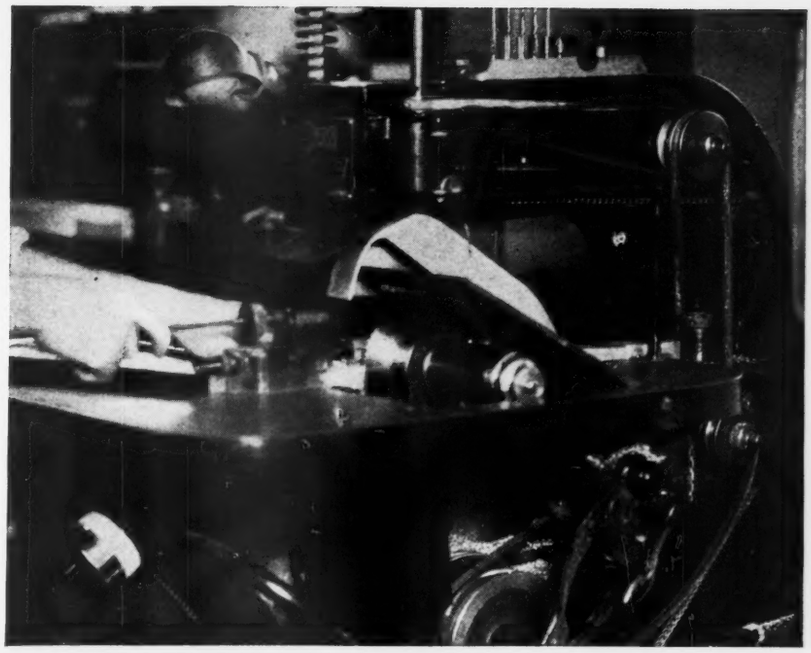
2,022,593. APPARATUS AND METHOD FOR DRYING PRINTED WEBS. Theodor Fuykers Dusseldorf, Germany. Application March 18, 1931, Serial No. 523,578. In Germany April 29, 1930. 15 Claims. (Cl. 34—48.)

1. An apparatus for drying printed webs, comprising a casing having a top wall, a bottom and side walls, an entrance for a printed web near the bottom of the casing, an exit for the printed web at an opposite side near the bottom of the casing, means for continuously moving the printed web with the unprinted side next to the bottom, a toggle lever connection and guide means between the top and side walls and the bottom wall of the casing for adjustably raising and lowering the top and side walls with respect to the bottom wall, a plurality of blowing nozzles with their slits across the printed web, an equal number of suction nozzles with their slits parallel to the slits of the blowing nozzles, the blowing slits alternating with the suction nozzles and forming an intermediate structure supported by the side walls of the casing, means for feeding a stream of dry air through the blowing nozzles, and an exhaust conduit connected to the suction nozzles.

Offset-Lith :

2,021,485. APPARATUS FOR AND PROCESS OF COATING PLATES. William C. Heubner, New York, N. Y. Application May 18, 1933, Serial No. 671,605. 5 Claims. (Cl. 91—42.)

1. The process of coating a printing plate with a sensitized coating which includes: rotating a plate in a plane disposed at a relatively small angle to the vertical; pouring the coating material in liquid condition onto the upper inclined surface of the plate while rotating; and spreading the coating material over the plate surface from the center of rotation outwardly to the periphery by the combined effects of gravity due to the inclined position of the plate and centrifugal force due to the rotation of the plate.



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SKF BEARINGS MEET ALL REQUIREMENTS

BIG printing jobs aren't the only ones to profit by the use of SKF Bearings. *Little* jobs do, too. And SKF Bearings give this Ben Franklin A-3 TrimOsaw the same dependability they give to big newspaper presses that produce from 45,000 to 65,000 thirty-two page papers an hour.

SKF Bearings eliminate wobbly arbors, and provide this Hammond product with many other advantages for sawing and trimming slugs, leads, rules, borders, etc. So note this fact now: "If it's SKF-equipped, it's dependable".

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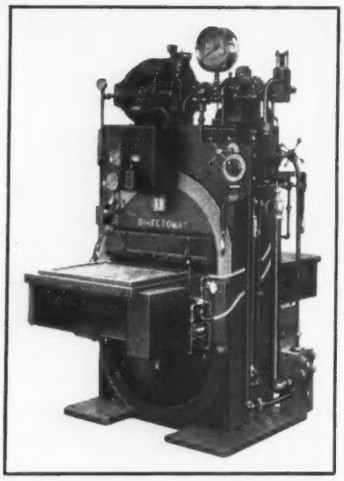


The **DIRECTOMAT**
Hydraulic Matrix Press

is the product of an organization *specializing* in the design and manufacture of hydraulic equipment.

History shows that the greatest accomplishments, whether in art, science, or industry, have come from men or organizations who concentrated upon doing one thing—and doing it well.

This intense specialization has enabled LAKE ERIE to make many notable improvements and new departures in hydraulic machinery design and construction.

This specialized engineering, coupled with a thorough understanding of modern newspaper requirements, accounts for the immediate success of the DIRECTOMAT.

The DIRECTOMAT has the capacity of TWO matrix rollers while requiring the space of only ONE roller.

Users state that the DIRECTOMAT saves them at least 50% in resetting on the classified pages, which bears out our claim that the DIRECTOMAT SAVES THE TYPE. It also produces greater sharpness and uniformity of the type matter, and more detail and contrast in the halftones as compared with the roller method.

Demonstrations can be arranged in 17 cities

Lake Erie Stereotype Equipment Company

Division of Lake Erie Engineering Corporation, Buffalo, N. Y.
KENMORE STATION, BUFFALO, N. Y.

2,021,959. COMPOSER PRINTING MACHINE. William C. Huebner, New York, N. Y. Application May 2, 1934, Serial No. 723,430. 6 Claims. (Cl. 95—73.)

1. In a machine, a frame having means for supporting a print-receiving element in position thereon; a single supporting member bodily adjustable on the frame back and forth in a line for a distance corresponding approximately to one dimension of the print-receiving element; a carrier for a print-producing element bodily movable on the supporting member back and forth in a line at an angle to the line of movement of the supporting member and for a distance approximating the other dimension of the print-receiving element; means for locking the supporting member relative to the frame in relatively coarsely spaced predetermined positions; means for locking the carrier relative to the supporting member in relatively coarsely spaced predetermined positions thereon; and supplemental sets of means for relatively finely adjusting, each within a limited distance only, the supporting member relative to the frame in a line parallel to the line of adjustment of the carrier on the supporting member while the carrier is locked thereto and the carrier relative to the supporting member in a direction parallel to the bodily line of adjustment of the supporting member relative to the frame while the supporting member is locked to the frame.

Platemaking:

2,021,191. ARTICLE AND METHOD BY WHICH "BEN DAY" TONES ARE PHOTOGRAPHICALLY PRODUCED. Fayette E. Marsh and Charles H. Andersen, Los Angeles, Calif., assignors to Charles V. Price, Los Angeles, Calif. Application July 5, 1933, Serial No. 679,012. Renewed April 16, 1935. 6 Claims. (Cl. 95—5.)

1. The method of producing "Ben Day" tones or shading effects, which consists in providing a master drawing, making a negative of the latter on a white translucent support, superimposing upon the reverse side of the negative a transparency containing a "Ben Day" pattern, the face of the transparency containing the pattern being placed nearest the operator, placing on the exposed face of the thus positioned transparency, in selected areas where tones or shades are to subsequently appear on a photo-copy of the drawing, various reflective coloring matters having different reflective values, reversing the registry positions of the negative and transparency and exposing the negative through the stencil to a sensitized film, removing the transparency and then exposing the negative alone.

2,021,418. PRINTING AND DECORATING BY TRANSFER ON COLORED BASE MATERIALS. Owen R. Huggins and Foster Dee Snell, Brooklyn, N. Y., assignors to Decorative Development, Inc., Brooklyn, N. Y., a corporation of Delaware. Application September 3, 1932, Serial No. 631,730. 13 Claims. (Cl. 41—33.)

13. The process of printing halftone designs on a colored base material which comprises the steps of discharging solid color areas from the base material, such areas being coincident with a halftone design to be applied thereto, and printing the discharged area with a halftone design produced through the use of photo-mechanical reproduction, the discharging step and printing step being accomplished under pressure.

2,021,687. PROCESS OF ETCHING, PARTICULARLY FOR INTAGLIO CYLINDERS. Irving Gurwick, New York, N. Y., assignor, by mesne assignments, to Shellmar Products Company, Chicago, Ill., a corporation of Delaware. No Drawing. Application September 29, 1932, Serial No. 635,347. 11 Claims. (Cl. 41—42.)

8. In the etching of solid areas on an intaglio cylinder by means of an etching fluid applied through a preliminary screened carbon tissue or resist, the method of obtaining a desired deep etch without breaking down or undercutting the screen, which includes placing solid carbon dioxide in an etching bath to reduce its temperature to a value below 40° F., first applying to the resist an etching fluid of normal temperature adapted to penetrate the thin areas of the resist, and thereafter continuing the etching process with the chilled etching fluid having a temperature lower than 40° F.

2,022,156. ART OF PRINTING. Joseph Henry Shea, Baldwin, N. Y., assignor to Frederick Griswold, Jr., as trustee. Application October 3, 1929, Serial No. 396,989. 10 Claims. (Cl. 101—401.1.)

10. The method of making an electrotype comprising superimposing a sheet of tin foil upon a metal plate and superimposing a metal plate bearing indicia upon the tin foil, applying heat in predetermined amounts to opposite faces of the metal plates while simultaneously applying a predetermined pressure to remote faces of the superimposed plate and then cooling the assembly while still maintaining the same under pressure.

2,022,183. METHOD OF MANUFACTURING RUBBER PRINTING PLATES AND OTHER ARTICLES OF RUBBER. Theodore C. Browne, Hinsdale, Ill. Application November 17, 1931, Serial No. 575,500. 10 Claims. (Cl. 41—25.)

1. The process of producing printing plates which includes making a mixture of bichromate and gelatin, forming a sheet from the mixture, exposing the sheet to light through a light-controlling screen, and placing the exposed sheet in an aqueous dispersion of rubber, thereby producing a relief-bearing rubber film against the surface of the sheet.

Printing Presses:

2,023,130. CARD PRINTER. Carl M. F. Friden, Piedmont, Calif., assignor to Kenneth S. Thomson, Oakland, Calif., as trustee. Application October 30, 1931, Serial No. 571,977. 14 Claims. (Cl. 101—287.)

8. A card printer comprising a guide establishing a path for a card, an electric circuit, contacts for controlling the circuit, means effective upon the closure of the circuit by the contacts for imprinting on a card in the guide, means movable to close the contacts and to project into the path, and means rendered inoperative by a card in the path for urging the movable means out of the path.

2,023,859. PROCESS OF AND APPARATUS FOR PRODUCING PRINTING FORMS. Julius Schneider, Munich, Germany. Application March 1, 1934, Serial No. 713,458. In Germany March 4, 1933. 8 Claims. (Cl. 101—401.6.)

1. The process of producing a printing strip which comprises: embossing the letters to form the words, at the same time slotting the strip in the gaps between the words, and making under the control of the slots, folds in the strip at the slotted parts.

2,018,617. PRINTING HEAD. Paul M. Pope, Greenwich, Conn., assignor to A. Kimball Company, New York, N. Y., a corporation of New York. Application June 12, 1934, Serial No. 730,190. 4 Claims. (Cl. 101—390.)

1. Printing apparatus, comprising, in combination, a type chase, a holder therefor, a carrier, the holder being mounted on the carrier for pivotal movement about an axis perpendicular to the plane of the faces of the type carried by the chase, and a latch to hold the holder in a plurality of positions of adjustment.

2,018,642. ROTARY PRINTING MACHINE. Edward Thomas Morris, Catford, London, England, assignor to R. Hoe & Co., Inc., New York, N. Y., a corporation of New York; Irving Trust Company, permanent trustee. Application July 9, 1931, Serial No. 549,597. In Great Britain September 1, 1930. 2 Claims. (Cl. 270—37.)

1. In a folder for a printing machine, a frame, separate formers supported in the frame and adapted to longitudinally fold separate webs from the printing machine, a cutting and folding mechanism for each former operably supported in the frame, means in the frame for associating the longitudinally folded printing machine webs and leading these associated webs to one of the cutting and folding mechanisms, a complete stapling mechanism operably

supported in the frame independently of the cutting and folding mechanism, a plurality of supplemental webs from a source external of the printing machine, means for leading the supplemental webs to the folder, means for associating the plurality of supplemental webs in advance of the stapling mechanism, means operably supported in the frame and interposed between the stapling mechanism and a cutting and folding mechanism for leading the associated supplemental webs from the stapling mechanism to the folding and cutting mechanisms where the associated stapled supplemental webs are associated with the associated printing machine webs and folded, cut and delivered therewith.

2,019,537. ART OF PRINTING CONTAINERS. Robert J. Kieckhefer, Brookfield, Wis., assignor to American Lace Paper Company, Milwaukee, Wis., a corporation of Wisconsin. Application March 17, 1934, Serial No. 716,063. 17 Claims. (Cl. 101—39.)

1. In a machine for printing receptacles, the combination with a driving shaft, of a printing plate arcuately disposed about the axis of the shaft, a work carrier rotatable about the axis and provided with connections to receive motion from the shaft, and a work support on the carrier movable to and from the plate.

2,020,020. BED AND CYLINDER PRINTING PRESS. Calvert B. Cottrell, 3d, Westerly, R. I., assignor to C. B. Cottrell & Sons Company, Westerly, R. I., a corporation of Delaware. Application February 2, 1933, Serial No. 654,855. 2 Claims. (Cl. 101—278.)

1. In a bed and cylinder printing press, an oscillating impression cylinder, a sheet feeder located at one side of the impression cylinder, a rotary delivery carrier located at the other side of the impression cylinder, a reciprocating form bed, and coacting grippers on the form bed, the impression cylinder and the rotary delivery carrier, operable to pass the sheets from the feeder to the impression cylinder and from the impression cylinder to the rotary delivery carrier.

2,018,193. INKING MECHANISM AND METHOD. Ernest James Smith, Fleet Street, London, England, assignor to The Goss Printing Press Company, Chicago, Ill. a corporation of Illinois. Application August 27, 1931, Serial No. 559,717. Renewed August 6, 1935. 29 Claims. (Cl. 101—366.)

1. In an ink fountain, the combination of an ink drum, a pressure cavity having a pair of edges closely adjacent to the drum and extending axially thereof one of the edges being closer to the drum than the other, one edge permitting only a predetermined amount of ink to remain on the drum, while the other permits surplus ink to flow out of the cavity and means for supplying ink under pressure to the cavity.

18. The method of supplying ink to a rotating cylindrical member of a printing press which includes maintaining a relatively large amount of ink under pressure in contact with the surface of the cylinder, rotating the cylinder, obstructing the flow of ink with the cylinder so that only a thin film of ink remains on the cylinder and obstructing the flow of ink reversely to the rotation of the cylinder to a lesser extent.

2,021,974. PLATE LOCKING DEVICE. Henry A. Wise Wood, New York, N. Y., assignor to Wood Newspaper Machinery Corporation, New York, N. Y., a corporation of Virginia. Application November 21, 1931, Serial No. 576,522. Renewed April 4, 1934. 11 Claims. (Cl. 101—378.)

7. In a plate lock-up, the combination with a plate clamp on the printing plate cylinder, yielding means for holding it in plate-locking position, and a lever connected with the plate clamp and having a roll thereon for operating it, of a rod oscillatably mounted on the frame of the machine, a torsion spring for normally swinging the rod about its axis into inoperative position, an arm carried by the rod, a spring-pressed plunger on the arm adapted to engage a recess in a stationary part of the machine located in such a position as to hold the rod in inoperative position, a cam carried by the rod and adapted to be located, when the plunger is not in the recess, in a position to be engaged by the lever as the cylinder rotates for the purpose of unlocking the plate, a lever cooperating with the arm and having a cam thereon, and a rotary cam adapted to engage the cam on the lever to turn the rod and move the first-named cam out of the path of the first-named lever whenever the plunger is not in its recess, whereby the first named lever will be prevented from engaging the end of the cam in case the printing plate cylinder rotates far enough for this to happen before the cam has become locked in inoperative position.

2,022,635. PRINTING PRESS. Hobart N. Durham, Manhasset, N. Y., assignor to The Goss Printing Press Company, Chicago, Ill., a corporation of Illinois. Application February 25, 1935, Serial No. 8,153. 24 Claims. (Cl. 101—157.)

1. The method of preventing evaporation of highly volatile rotary photogravure ink as it is applied to a rotating photogravure printing cylinder which includes cooling the ink to a low temperature such that it has a low vapor pressure and reducing entrainment of air by the cylinder by sucking air slowly over the surface of the cylinder reversely to its direction of rotation.

2,022,681. PRINTING PLATE CLAMPING MECHANISM. Frederick Grafton Lougee, New Malden, and Thomas Edward Pattinson, Finchley, London, England, assignors to Irving Trust Company, permanent trustee for R. Hoe & Co., Inc., New York, N. Y., a corporation of New York. Application March 17, 1933, Serial No. 661,318. In Great Britain May 24, 1932. 24 Claims. (Cl. 101—378.)

1. In a device, the combination of a printing cylinder, a plurality of chambers formed in the cylinder, the chambers having pistons attached to printing plate clamping means, fluid conducting means communicating with the chambers for admitting and exhausting fluid to actuate the pistons and consequently the plate clamping means, valve means for opening and closing the fluid conducting means, and manually operable means for actuating the valve means and preventing the accidental disengagement of the plate clamping means from a plate secured on the cylinder thereby.

2,022,688. CUTTING AND COLLECTING MECHANISM FOR PRINTING MACHINES. Cecil George Quick, Eltham, London, and William Arnold Whitehead, Southall, England, assignors to Irving Trust Company, permanents trustee for R. Hoe & Co., Inc., New York, N. Y., a corporation of New York. Application October 7, 1932, Serial No. 636,724. In Great Britain October 8, 1931. 15 Claims. (Cl. 270—48.)

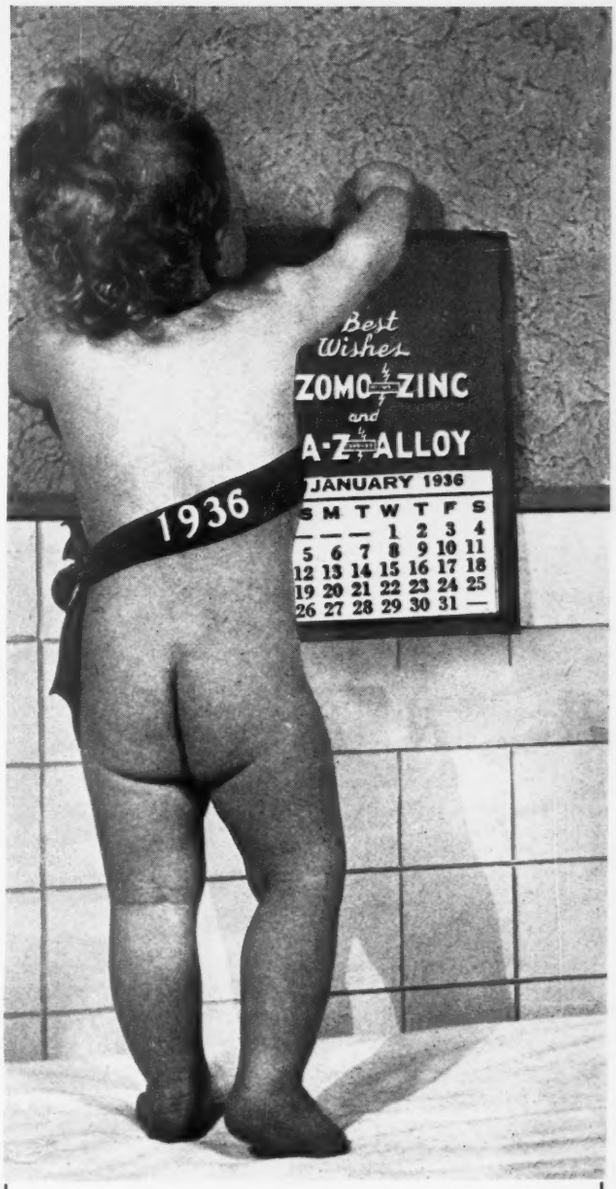
1. In a printing machine, means for feeding a slow-speed sheet to a higher speed sheet, comprising a sheet-taking device rotating at a substantially constant angular velocity about its axis, and means for driving the device with a cyclical deceleration and acceleration, the device being decelerated so that it moves at substantially the speed of the slow speed sheet when it is presented thereto and accelerated to speed up the sheet.

2,022,696. PRINTING MACHINE. John R. Tomlin, Brooklyn, and Albert J. Horton, White Plains, N. Y., assignors to Irving Trust Company, permanent trustee for R. Hoe & Co., Inc., New York, N. Y., a corporation of New York. Application June 17, 1932, Serial No. 617,754. 7 Claims. (Cl. 270—5.)

1. In a web printing machine, the combination of a frame, perfecting printing couples operably supported by the frame, inking mechanisms for the printing couples, each printing couple including a rotary impression cylinder and a rotary plate cylinder, a separate synchronized motor unit for each cylinder, each motor unit positioned in axial alignment with each cylinder and coupled directly with the cylinder and including a driving motor and a synchronizing device coupled directly to the driving motor, each syenhronizing device including a stator and a rotor, the stators being connected in parallel to a polyphase alternating current source, and the rotors connected in parallel in a separate circuit.

2,022,717. INKING MECHANISM. Charles W. Harrold and Clyde G. Horton, Cleveland, Ohio, assignors to Harris-Seybold-Potter Company, Cleveland, Ohio, a corporation of Delaware. Application November 19, 1932, Serial No. 643,402. 12 Claims. (Cl. 101—352.)

1. In an inking mechanism, form inking rolls, means for separating the rolls from the form without disturbing the inking position in respect to the other rolls in the inking mechanism, means to limit the operation of the separating means when throwing off the rolls, and adjustable means to variably limit the movement of the separating means when restoring the rolls into contact with the form.



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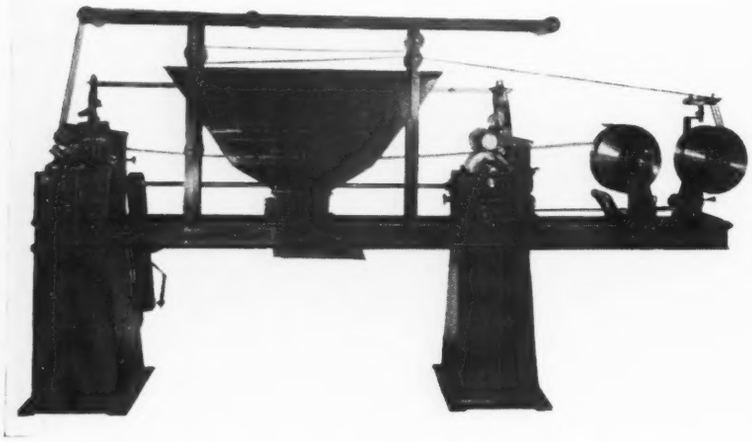
Equipment



This is a side view of the new Hyroto No. 4 Gravure Printing Press which will print in two colors on rolls up to 4 in. wide, or it will cut to sheet size as desired. The Hyroto Gravure Press is made in larger sizes for printing in one or more colors.

Roll Feed Gravure Presses

Hyroto Roll Feed Gravure Presses, recently announced by Rotogravure Engineering Corporation, are made in several sizes—the smallest to take cylinders up to 4 in. wide, then 9 in. and 26 in. capacity. Other sizes can be furnished on special order.

The Hyroto Gravure Press "4", it is said, will print anything that comes in rolls. It will take a roll from ¼ in. wide up to 4 in. wide, and after printing will rewind in roll or cut to any size sheet up to a maximum of 18 in. long. The Hyroto "4" will print one, two or more colors and will print from 25 to 500 or more ft. per min. Only rolls of material such as paper, cardboard, cellophane, silk, foil, rubber, metal, leather, etc., can be used. For those who desire work delivered in sheets there is a cut-off as well as perforating and slitting equipment available for attachment to these units. Liquid inks, such as gold, silver and any of the basic colors are used. A high gloss can be printed at fast speed.

The printing cylinders are copper covered. Any size cylinders from 10 in. to 18 in. in circumference and from 1 in. to 4½ in. wide may be used on the Hyroto "4". The Hyroto "9", "19", and "26" take cylinders beginning at 15 in. in circumference up to 38 in. and will print rolls up to 9 in., 19 in. and 26 in. wide.

Printing cylinders can be used for many jobs. A cylinder and the copy to be reproduced may be sent to the photoengraver making etched cylinders for the trade. If your plant is equipped to produce halftone or offset plates, a small amount of additional equipment will be needed to produce etched cylinders. If a cylinder is not required for reprints the work is ground off by the photoengraver for use on the next job of work.

Additional information may be secured from the Rotogravure Engineering Corporation direct or in care of *Printing* EQUIPMENT *Engineer.*

HAMILTON V. NEILL, FOREMAN OF DETROIT FREE PRESS COMPOSING ROOM, SAYS: ***"Ludwick Metal Feeders have eliminated burning out of pot elements—give better slugs and more production. They perform perfectly, and we can recommend them to any plant."***

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Type High Unit

The new Challenge Type High Unit No. 20, recently introduced by The Challenge Machinery Co., will take any wood-mounted cut or solid metal plate 20 in. in width. The unit will accommodate a cut of almost any length, as the operator can move the cut along after he has finished working on one portion of it. For all practical purposes, this new unit will handle plates up to approximately 35 in. long and 20 in. wide.

New Challenge Type High Unit No. 20 for planing any wood-mounted cut or solid metal plate 20 in. in width.

The size of the bed casting is 23 in. by 30 in. overall, and the size of the unit overall when assembled, including the bridge, is 27½ in. by 30 in. The slide is made to fit any Challenge Portable Router. The Router can be

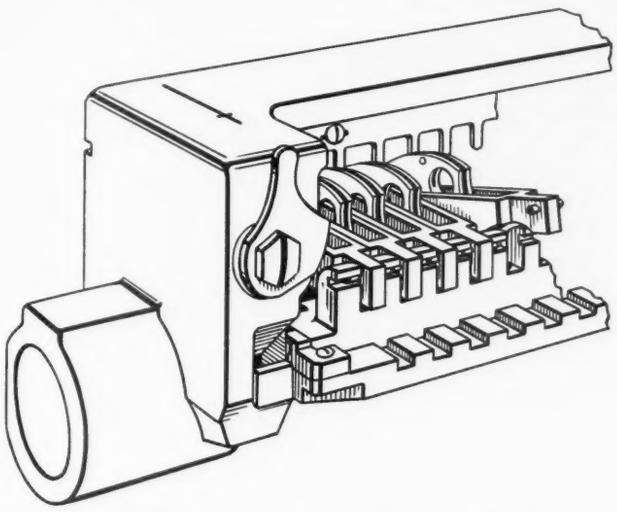
removed for work on forms locked on the press bed. When the bridge and slide are removed, the base of the type-high unit becomes a cut and plate vise.

This new No. 20 Type-High Unit increases the range of work that can be handled with speed and precision.

Further details are available on request to The Challenge Machinery Co. direct, or in care of *Printing* EQUIPMENT *Engineer*.

New Keyboard Feature

A new quick-change keyboard cam yoke arrangement has been announced by the Intertype Corporation. Heretofore the removal of a keyboard cam yoke required the loosening of a screw, and where a number of cam yokes were removed at one time a considerable amount of work



A new keyboard cam yoke bearing and a bearing bar as illustrated in this perspective diagram has been announced by Intertype Corporation. Any individual cam or a whole row of cams may be taken from the keyboard without the use of tools.

was involved in taking them out and replacing them. Now, by means of the new mechanism, a complete row of keyboard cam yokes can be taken out and replaced without the use of tools.

The construction includes a new cam yoke bearing bar, slotted along one edge to receive a new style hinge pin which is held in operating position by a locking bar. The locking bar is held in place by two latches, one on each side of the keyboard.

To remove either a single keyboard cam yoke, in any position, or any number of them, the operator lifts the two latches and then drops the cam yoke locking bar to its open position to make all of the cam yokes accessible for removal or replacement. When replacements are completed, the operator closes the locking bar, and the two latches, and the keyboard cams are ready for operation. The new arrangement greatly facilitates removal of keyboard cams for inspection or cleaning.

Thoro Moistener

Ever Ready Label Corporation, 141-155 East 25th St., New York, N. Y., announces the Thoro Moistener for moistening stamps, envelope flaps, labels, tape and "other be-gummed, but necessary accessories." The moistener consists of a glass container fashioned after a salt shaker. A velour covers the top of the moistener body. An aluminum cap prevents evaporation of water from the moistener when not in use. One filling of water lasts a long time. The aperture between the

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1. **Vulcan Felt Blankets.** No breaking-in needed. Free from bolstering, ghosting, drying out and cracking.
2. **Vulcan Non-Felt Blankets.** Particularly good for long runs, because of minimum wear on plates. Consult our representative.
3. **Vulcan E. D. Blankets.** Used by many prominent newspapers for better halftone results. They are distinctly blankets—not draw sheets.
4. **Vulcan Oil-Proof Draw Sheets.** Do not carry surface indentations. Free from excessive stretch. Cost less per thousand impressions.
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6. **Vulcan Rubber Inking Rollers.** The result of long and successful experience in making rubber compounds which withstand the destructive action of oils.
7. **Vulcan Buckle-Proof Molding Blankets** go to the very bottom of halftone cuts, mold type matter cleanly, with sharp edges, and reproduce large type and solids with smooth, unbroken surfaces.

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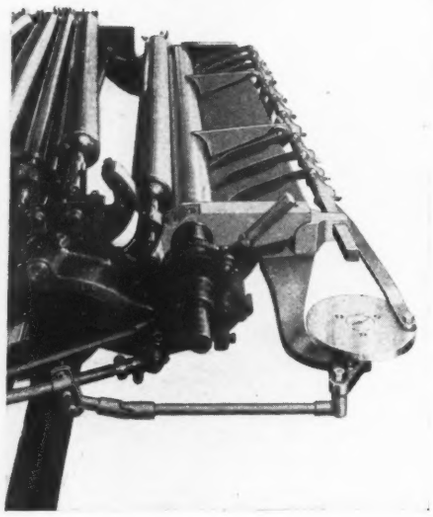
Pacific Coast: Ralph Leber Co., Inc., 426 Polson Building, Seattle, Wash.

Ortleb Ink Agitators



Miehle Agitator and Fountain Divider

THE Ortleb Ink Agitator eliminates much guesswork and a lot of worry in the pressroom, and at the same time not only improves the quality, but increases the production of the presses. Pressmen know it is necessary to add more catches to the fountain during the day on long runs where no ink agitator is used. The reason for this is that the ink is changing in the fountain.

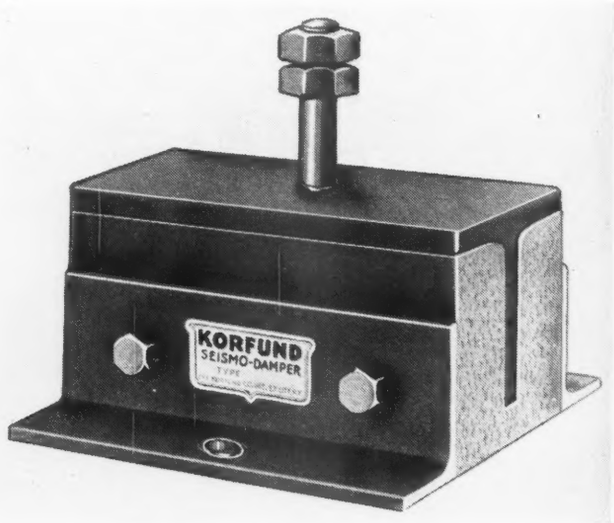
ORTLEB MACHINERY COMPANY
ST. LOUIS, MISSOURI

water reservoir and velour applicator surface is of a size which does not permit excess water to flow upon the gummed surface to be moistened. Can be used upside down or right side up—either for broad or narrow gummed surfaces.

Korfund Seismo-Damper

Strength, compactness and a high degree of vibration isolation for medium and light machinery, it is claimed, have been achieved at moderate cost by the Korfund Company in a new Type T Seismo-Damper, built in sizes from 100 lbs. to 2500 lbs. capacity.

In the Type T Seismo-Damper the machine is supported directly by a "T" iron separated from a base of two angle-irons by natural cork or other isolating material. The angle irons are connected firmly by bolts passing through the isolating materials and "T" iron (but not touching it).



View showing construction of new Korfund Type T Seismo-Damper for isolation of printing machinery vibration.

Before installation these bolts are adjusted to produce a precompression of the isolating material to suit the machine load. Further adjustment can be made easily after installation. Where the machine frame is light or must be supported at several points the "T" iron can be extended to form a continuous support between two or more Seismo-Dampers. This eliminates undue bending stresses in the machine frame.

Self-copying Paper

A self-copying paper for manifold work is being manufactured and distributed under the trade name, "Auto Multiple." In actual practice, the top sheet of any form consists of thin white paper stock. A specially developed coating, light in color, is applied to the copying side of hard-wearing, thin, colored paper stock composing the duplicates beneath the white top sheet. Printing upon or writing upon the top sheet, either with typewriter or pencil, causes the coating on the duplicate sheets to become transparent at the point of pressure. The darker color of the paper base then shows through, producing readable duplicates.

Printers may gather the full-size sheets into sets and, for gang work or multiples-up, hand-feed the work a set at time, or for smaller runs the sheets may be cut to size. The impression upon the white top sheet is automatically transferred to the underlying colored sheets,

thus insuring that all the work is in correct register. One impression serves to print the original and all the required duplicates.

No opportunities exist for misgathering numbered copies. The numbering machine transfers its impression down through the pile so that all sheets in a set are numbered correspondingly.

Straw board, top and bottom and a sharp knife are required when cutting to avoid offset of the stock along margins.

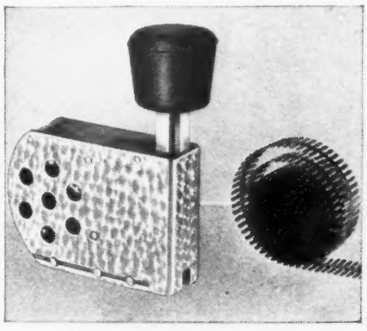
Sales books, delivery tickets, invoice sets, purchase orders, requisitions, cash receipts, packing slips, and duplicate checks are some of the uses found for Auto Multiple paper stock.

Sheet or Rewind Delivery

The new offset press recently installed by U. P. M.-Kidder Press Co., for a Western manufacturer, prints three colors from a single impression cylinder and may be used for a sheet or rewind product. The all-size sheet cut-off may be cut out of the operation and the web carried right by it. The customer reports operating speeds from 5,000 to 5,600 sheets an hour or, as a rewind, 375 to 450 ft. per min.

Tacker Holds 1000 Staples

A new vest-pocket size Stapler with a magazine carrying 1,000 staples in a single load has been announced by the Paslode Company.



New Paslode Thousand-Load Tacker with renewable roll containing 1,000 staples.

The small size of this Tacker makes it extremely convenient for use where the Tacker must be carried from place to place by the operator. The machine is known as the Paslode Palmgren Thousand-Load Tacker. The staples are furnished in compact rolls of 1,000 each. Ease of operation is said to be a feature of the new Tacker, a light blow driving the staple securely into position and mechanical construction eliminates the possibility of clogging.

Changes in Cutter Design

A change in the design of the 30½ in. and 34½ in. Diamond Power Paper Cutters has been announced by The Challenge Machinery Co., in that these two models will follow the lines of the 36 in. model.

The new hooded arch adds to the massive construction of the cutter and provides greater strength and safety. The knife bar and clamp are almost fully enclosed, and the duplex steel measuring tape is visible through a narrow opening which helps the operator to focus his attention on the indicator.

Full details, specifications, and prices of the improved Diamond Power Paper Cutters are available on request to the manufacturer direct or through *Printing* EQUIPMENT *Engineer*.

Easy and fast production of proofs greatly depends upon accessibility and convenience of operation.

No. 22 and No. 23 Vandercook Electric Proof Presses are designed for minimum galley travel from side rail to bed of press. Forty or more proofs a minute may be produced easily.

Vandercook Electric Proof Presses, with their many exclusive features, afford the fastest modern method for producing **good** proofs. Write for prices and description.

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IN 240 WORKING HOURS

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Box 131 — West Lynn, Mass.

Photoprint

(Continued From Page 9)

application. Mr. Govier therefore had to make a selection of type faces which would satisfy the advertiser and in some cases type which was exclusively the property of certain of the customers.

The equipment finally decided upon was a hand-set slug-casting machine capable of casting all sizes needed up to 144 point, two line-casting display machines and extra split magazines. Supplementing this was a new sort of working bank with angle drawers beneath, this bank being designed by Mr. Govier and built by the *Herald-Traveler* carpenter. By means of its angle drawers no galleys whatever are needed in the department. The type is set, proofs are pulled, and the type itself is then racked in the angle drawers. When sent in by the advertiser type corrections are made and new proofs are pulled. The corrected proofs are pasted in the ensemble of type and contact prints on the master paste-up. This operation is performed every time the advertiser makes additional corrections until he has O K'd the final photostat received by him. The job is sent to the engraving room and a complete engraving of the final

Western Auto Stores
Red Tag Sale
ENDS SATURDAY JULY 6th
130 Brookline Ave. (Drive In Service)
118 Brighton Ave. ALLSTON (Drive In Service)
125 Federal St.
QUINCY— 1526 HANCOCK ST. (Ample Parking Space)
CAMBRIDGE— 688 MASS. AVE. (Central Square)
LYNN— 21 MARKET ST. (Parking Space Rear)
MALDEN— 200 PLEASANT ST. (Drive In Service)
Mail orders add 10%
We Reserve the Right to Limit Quantities
Folding Gas Stove $2.45
Superior Thermic Jug 73c 61c
Portable Ice Box $1.15
Genuine Duco Wax 35c
Auto Wash Mop 35c
Auto Compass $1.35
"Army" Folding Cot $1.49
Snap-Light 14c
Davis Wax 25c
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Quality . . . nationally recognized! Backed by our definite iron-clad guarantee against blow-outs, cuts, damage from accidents and all other road hazards. 100% assurance of longer-mileage, safety and satisfaction.
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5.00-19 6.10 7.55 FREE
5.25-18 6.65 8.40 FREE
5.25-21 7.49 9.25 FREE
5.50-19 7.69 9.65 FREE
6.00-19 10.25 FREE
Loan-To Tool $5.35
Driver's Back Cushion 23c
Rear Luggage Rack 55c
Tuned Twins $3.69
4.49

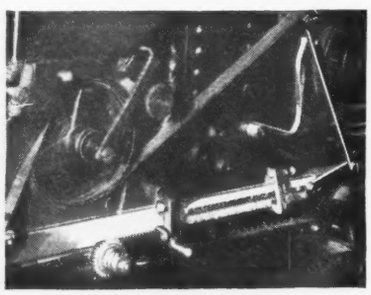
Miniature sectional reproduction of a large advertisement appearing recently in the Boston Herald. *Through the Photoprint System developed by Mechanical Superintendent C. W. Govier the ad was composed and handled with minimum production time. In this system the type is not inserted in the numerous mortises but remains in galley form. Proofs are prevented from smearing by a fixing process, after which each block of type is pasted in its proper panel. The ensemble is then photostated and sent to the advertiser who makes necessary alterations or corrections. The original type in galley form is then corrected, new proofs taken and substituted for the ones containing errors marked by the advertiser on the original photostat. After final OK by the advertiser a new photostat is sent to the engraving department where a cut of proper size is made in the conventional manner.*

HARRIS ASSEMBLER SLIDE CONTROL FOR LINOTYPES

•

WILL HELP YOU GET

MAXIMUM PRODUCTION



Showing installation on Linotype. Slide in position ready to assemble line.

Replace old assembler slides and friction brakes with new

HARRIS SLIDE and MODERN CONTROL

High in Value

Low in Price

The Harris Assembler Slide and Control eliminates transpositions, adjusting and replacing of brake shoes, and all other delays caused by inadequate control of assembler slide.

We will ship these controls on 15 days' approval. Send your order now.

PRINTERS' MACHINERY & SUPPLY CO.
723 First Street **Detroit, Mich.**

Use **FITZ-LIVECORK PRESS BLANKETS**

Write for Samples and Prices

FITZPATRICK FELT MANUFACTURING CO.
1971 EAST 79th STREET . . . . CLEVELAND, OHIO

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Production Advantages

There are numerous advantages apart from the saving of zinc and the necessary labor of preparing it, the elimination of long-drawn-out assembly and consequent delay of proofs. Ads are handled more easily on the forms at edition time. The old troubles of filing cuts and moving type at edition time with the consequent delay of going to press, which was always the case where a complicated etching was involved, have disappeared. The "headache" jobs on nights when wait-order jobs are at a peak no longer exist. Proofs get out on time, and it is now possible to render fast service to the advertiser during the busy seasons.

Mechanical Advantages

In addition to this, there can be no low type or high cuts in an all-engraving job. Everything is the same height and the mats are far less likely to stick in between a block of type and a closely-fitted cut than formerly, thus effecting a saving in mats. Every border line is continuous when it should be that way; the corner of every box is a real corner with no breaks, and angled type or circled type is printed exactly as the advertiser wants it printed.

We believe here in the *Herald-Traveler* that it would have been almost impossible for us to have handled the terrific load of advertising through the Christmas season,

This label is attached to all advertisers' photostats in the plant of the Boston Herald-Traveler.

had it not been for the establishment of the photoprint department.

Advertiser is Pleased

By the use of the photoprint system the advertiser is given a picture of his advertisement in the form of a photostatic proof which permits him to determine whether or not the position of the type or the art work is correct or whether it should be tilted a bit here, or angled a bit there. Whatever he wants can be furnished easily.

Many advertisers in Boston have been kind enough to write appreciative letters to Mr. Govier about the appearance of their advertising and many more have voiced their appreciaion over the telephone and otherwise.

Printing Equipment Machine Designer
To assist printing or bindery concern in developing special machinery for work that cannot be adequately handled by standard equipment.
BENJAMIN L. LURIE
565 West Washington Blvd., Chicago, Illinois

R·B·C
LINERS, 5 to 14 Pt., $1.00 Each

For Linotypes and Intertypes
Made from high-grade Tool Steel to withstand heavy use and constant heat.
Accurate in length, thickness, and taper. Each Liner marked for length to be cast.
Our complete stock permits us to ship Liners on same day order is received.
Also, Recessed Liners, 10 to 18 Pt., $2.25 each; Headletter Liners, all sizes, $3.25 each.
Send for our descriptive catalog.
Insist that your typesetting machine parts be marked, "Made in U. S. A."
REID BROTHERS COMPANY, INC.
ESTABLISHED 1900
BEVERLY, MASSACHUSETTS

FIT FOR A KING *etcher*
Alloyed to proper, precision hardness, you'll find Etch-Rite Zinc consistent, shipment after shipment. Its dependability will mean much to your etchers. Truly, Etch-Rite Zinc is fit to etchers and fit to be etched.
THE AMERICAN ZINC PRODUCTS CO.
GREENCASTLE, IND.
EMPIRE STATE BLDG. NEW YORK CITY
NEW ORPHEUM BLDG. LOS ANGELES
Distributors: G. C. Dom Supply Co., Cincinnati, Ohio. J. M. & L. A. Osborne Co., Cleveland, Ohio. Johnstone Electric Co., Chicago, Ill.

Photoprint

(Continued From Page 9)

application. Mr. Govier therefore had to make a selection of type faces which would satisfy the advertiser and in some cases type which was exclusively the property of certain of the customers.

The equipment finally decided upon was a hand-set slug-casting machine capable of casting all sizes needed up to 144 point, two line-casting display machines and extra split magazines. Supplementing this was a new sort of working bank with angle drawers beneath, this bank being designed by Mr. Govier and built by the *Herald-Traveler* carpenter. By means of its angle drawers no galleys whatever are needed in the department. The type is set, proofs are pulled, and the type itself is then racked in the angle drawers. When sent in by the advertiser type corrections are made and new proofs are pulled. The corrected proofs are pasted in the ensemble of type and contact prints on the master paste-up. This operation is performed every time the advertiser makes additional corrections until he has O K'd the final photostat received by him. The job is sent to the engraving room and a complete engraving of the final

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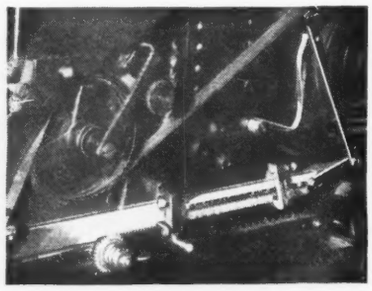

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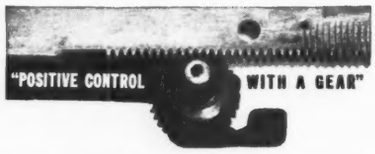

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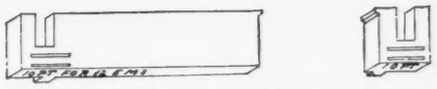

For Linotypes and Intertypes
Made from high-grade Tool Steel to withstand heavy use and constant heat.
Accurate in length, thickness, and taper. Each Liner marked for length to be cast.
Our complete stock permits us to ship Liners on same day order is received.
Also, Recessed Liners, 10 to 18 Pt., $2.25 each; Headletter Liners, all sizes, $3.25 each.
Send for our descriptive catalog.
Insist that your typesetting machine parts be marked, "Made in U. S. A."
REID BROTHERS COMPANY, INC.
ESTABLISHED 1900
BEVERLY, MASSACHUSETTS

FIT FOR A KING *etcher*
Alloyed to proper, precision hardness, you'll find Etch-Rite Zinc consistent, shipment after shipment. Its dependability will mean much to your etchers. Truly, Etch-Rite Zinc is fit to etchers and fit to be etched.
THE AMERICAN ZINC PRODUCTS CO.
GREENCASTLE, IND.
EMPIRE STATE BLDG. NEW YORK CITY
NEW ORPHEUM BLDG. LOS ANGELES
Distributors: G. C. Dom Supply Co., Cincinnati, Ohio. J. M. & L. A. Osborne Co., Cleveland, Ohio. Johnstone Electric Co., Chicago, Ill.

● Technical Literature

Readers of *Printing* EQUIPMENT *Engineer* who are interested, may secure any of the Books, Catalogs or Bulletins listed below by checking the literature desired in the square opposite the title. Mark carefully only that literature which you wish to receive. Fill out the coupon and send it to us. The literature will be forwarded gratis except where noted.

☐ *Carter Type R7, 1/7 h.p. Routers*—With attachments illustrated and described in Folder C-16. Portable router for electrotype and stereotype plate routing with curved plate, chip guard and lighting attachments.

☐ *Miehle Horizontal for Cutting and Creasing*—Describes how this press may be changed into a small sized cutting and creasing press for feeding automatically carton stock up to 22 in. by 28 in. at speeds from 2000 to 3600 per hour.

☐ *Superior Newspaper Supplies*—Illustrated price list for stereotype and other departments in printing plant.

☐ *M&B Space Saver Magazine Rack*—New magazine rack for line-composing machines illustrated and described in four-page folder.

☐ *New Duralumin Magazines*—Folder claims these magazines for line-composing machines are nearly thirty pounds lighter than brass magazines.

☐ *Knife and Saw Grinder Bulletin*—Paper cutting and composing machine knives, wood and metal cutting saws may be sharpened by the various machines illustrated and described in 12-page bulletin.

☐ *Esterline-Angus Graphic Bulletins*—Describe graphic voltmeter, wattmeter, time recorder and electrical indicating and recording tachometer for use on printing presses.

☐ *Ebolite Lerocut Cut-Making Process*—Bulletin gives examples of half-tones made by the Austin and Lerocut methods which have been combined in this process. Cuts are made with special camera and Levy screen and print direct from specially developed, double-coated films mounted on blocks.

☐ *A Modern Method of Preparing Halftone Overlays*—Chemically Automatic Overlay illustrated and described in a booklet, 8 pages and cover.

☐ *Revolution in Plate Mounting Boards*—Folder illustrates and describes English development of composition in place of wood for mounting cuts.

☐ *As New As the Next Edition!*—Folder giving technical information about centrifugal force scorchers for Duplex and Goss tubular presses.

☐ *Simplex Chucks*—Folder describes chucks for reel or shaft type newspaper presses. Used with non-returnable core.

☐ *The Other Fellow's Prices*—Folder argues money-saving possibilities of modern automatic platen press.

☐ *Calkins Matrix Precision Gauge*—Folder giving information about gauge for checking dimensional wear on lugs of line-composing machine matrices.

☐ *Signal Pours New Wine Into Typographic Design*—Folder with metal foil paper cover gives examples of the several weights of the Signal type series.

☐ *The Legibility of Type*—Booklet, 4½ in. by 7 in., is devoted to brief considerations of typographic backgrounds and trends, particularly as applied to legibility

When we say:

"MORLEY MATS are BETTER"

.. we mean just THAT

Samples will prove it

Write for them

MORLEY BUTTON

Manufacturing Company

PORTSMOUTH, NEW HAMPSHIRE

New York Office: 46 East 11th Street

THE CHALLENGE-POCO PROOF PRESS

answers the call for CLEAN, CLEAR PROOFS

● Good proofs build customer-satisfaction—reduce errors—cut costs and eliminate trouble all along the line. Protect your prestige, profits and customer good will by installing a Challenge-Poco Proof Press. It is built to production press standards, with rigid side frames, ball bearing shaft and anti-friction bed rollers. The reciprocating bed passing under the rotating cylinder gives a true press proof impression. Made in two handy sizes. Moderate in price. Sold with or without the steel stand. Write for data and prices today.

THE CHALLENGE MACHINERY COMPANY

GRAND HAVEN, MICHIGAN

CHICAGO, 17-19 E. Austin Avenue S-172 200 Hudson Street, NEW YORK

of types as used in newspapers, magazines, books and commercial printing.

Printing EQUIPMENT *Engineer,*
1276 West Third St., Cleveland, Ohio.
Gentlemen: please send the literature checked above without obligation.

Name of Company.....

Attention of.....

Position.....

Firm St. Address.....

City..... State.....

Cutler-Hammer Promotions

Cutler-Hammer, Inc., Milwaukee, announces the advancement of G. S. Crane, Sales Manager, to Vice President in Charge of Sales and W. C. Stevens, Chief Engineer, to Vice-President in Charge of Engineering.

Mr. Crane is a graduate of the University of Michigan and began his service in the company's engineering department more than 25 years ago. He was later transferred to the sales department, serving for a time as manager of the company's Cleveland office, and for the past 12 years acting as sales manager with headquarters in Milwaukee.

G. S. Crane

W. C. Stevens

Mr. Stevens, a graduate of Cornell University, started with Cutler-Hammer's engineering department 30 years ago, later spending 18 years in the sales department. Since 1924 he has devoted his time to engineering work and for the past several years has been Chief Engineer.

Combination News and Planographic Edition

A recent 70-page tabloid-size anniversary edition of the Compton (Calif.) *News-Tribune*, during the regular press run, was partially printed by a fine-screen planographic process in combination with the regular newsprint method. The cover and two inside pages were printed in a medium blue ink, presenting a rotogravure effect. It is said that Publisher Carl M. Bigsby is the first to print a newspaper in combination with the planographic process.

★ **PLATE MAKING EQUIPMENT FOR OFFSET** ★
Full equipment for making offset plates at lowest prices in the country. A host of satisfied users testifies to the economy and efficiency of our machinery. When thinking of installing cameras, vacuum frames, whirlers, layout tables, etc., for offset or photo-engraving you owe it to yourselves to get in touch with us.
MILES MACHINERY COMPANY, 18PE E. 16th St., New York City
New and rebuilt equipment for Offset, Photo-Engraving, Electrotyping, and Stereotyping.

NEW
MASTERPIECE CORK
CREEPER BLANKETS
By the manufacturers of
PADD-O-CORK
and
STERE-O-CORK
MOLDING BLANKETS

Tested and Approved by Leading Stereotypers

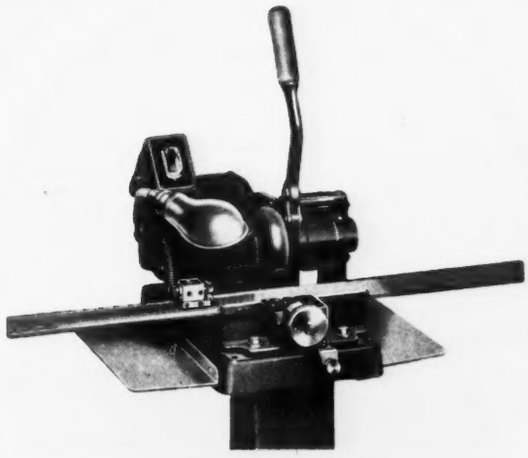
For the Stereotype Department that is looking for a molding combination; using this creeper, a cork and molding board, they can look forward to results not obtainable with present combinations.

We refer to depth in solids, middle tones and type cups or letter bowl.

In other words, depth where needed without excess depth in open spaces.

SAMPLES ON REQUEST

Coyne & Paddock, Inc.
(Successors to Paddock Cork Company)
Manufacturers of fine cork products for over 70 years
48-15 32nd Place **Long Island City, N. Y.**
Phone: Stillwell 4-4663



Count the Miters in a Single Issue

There are a lot of them — all evidence of time-consuming, tedious operations by ordinary mitering methods.

Hundreds of newspaper production executives have "counted the miters," realized the cost—and cut this cost with ROUSE VERTICAL ROTARY MITERERS. A thousand accurate miters an hour may be cut on this high-speed machine.

Prices, details of performance, and complete description will be sent upon request—and without obligation.

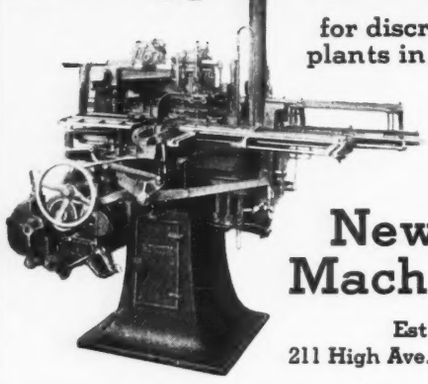
H. B. ROUSE & COMPANY
2216 Ward Street, Chicago, Illinois

TINGUE
PRESS BLANKETS
Keep Your Presses Productive! Save Make Ready Time!
TINGUE on Press Blankets guarantees Superior Printing Qualities

Work produced with
"TINGUE" PRESS BLANKETS
will please your advertisers

TINGUE, BROWN & CO.
118-120 East 25th Street — NEW YORK, N. Y.
1227 Wabash Avenue — CHICAGO, ILL.

Monotype Parts Rebuilt
for discriminating plants in every state



Newton's Mach. Shop
Est. 1925
211 High Ave., Cleveland, O.

Linotype—Intertype
Magazines, Molds, Fonts—Bought, Sold, Traded
We feature manufacture of Duralumin magazines, weighing twenty pounds and costing only $100 for full length and $80 for lower split. Time payments arranged.
Send for list and proofs of world's largest stock of good used fonts. Tell us what you have for disposal.
MONTGOMERY & BACON—Towanda, Penna.

PYROMETERS Portable and Wall Type for stereotype or remelting pots, linotype, intertype and monotype metal temperatures. **Write for Information.**
ILLINOIS TESTING LABORATORIES, Inc.
139 W. Austin Ave. — Chicago, Ill.

SHARPEN YOUR OWN BACK MOLDS AND SIDE TRIMMING KNIVES on the new Rogers Type L Grinder—the only special grinder made for the purpose. Many newspapers use it. We also make STEREOTYPE SAW SHARPENERS and PAPER KNIFE GRINDERS. Write for prices. **S. C. ROGERS & CO., 111 Dutton Ave., Buffalo, N. Y.**

S. KRASILOVSKY & BRO., INC.
MOVERS OF PRINTING PLANTS AND MACHINERY
216 CENTRE STREET • NEW YORK, N. Y.
(See indexes in Reference Number, Printing Equipment Engineer)

GENERAL REPAIR OF LINOTYPE—INTERTYPE MOLDS
ANY KIND—ANY SIZE
Since 1912
WILLIAM REID & CO., 537 South LaSalle St., Chicago, Ill.

When writing Advertisers please mention
PRINTING EQUIPMENT ENGINEER

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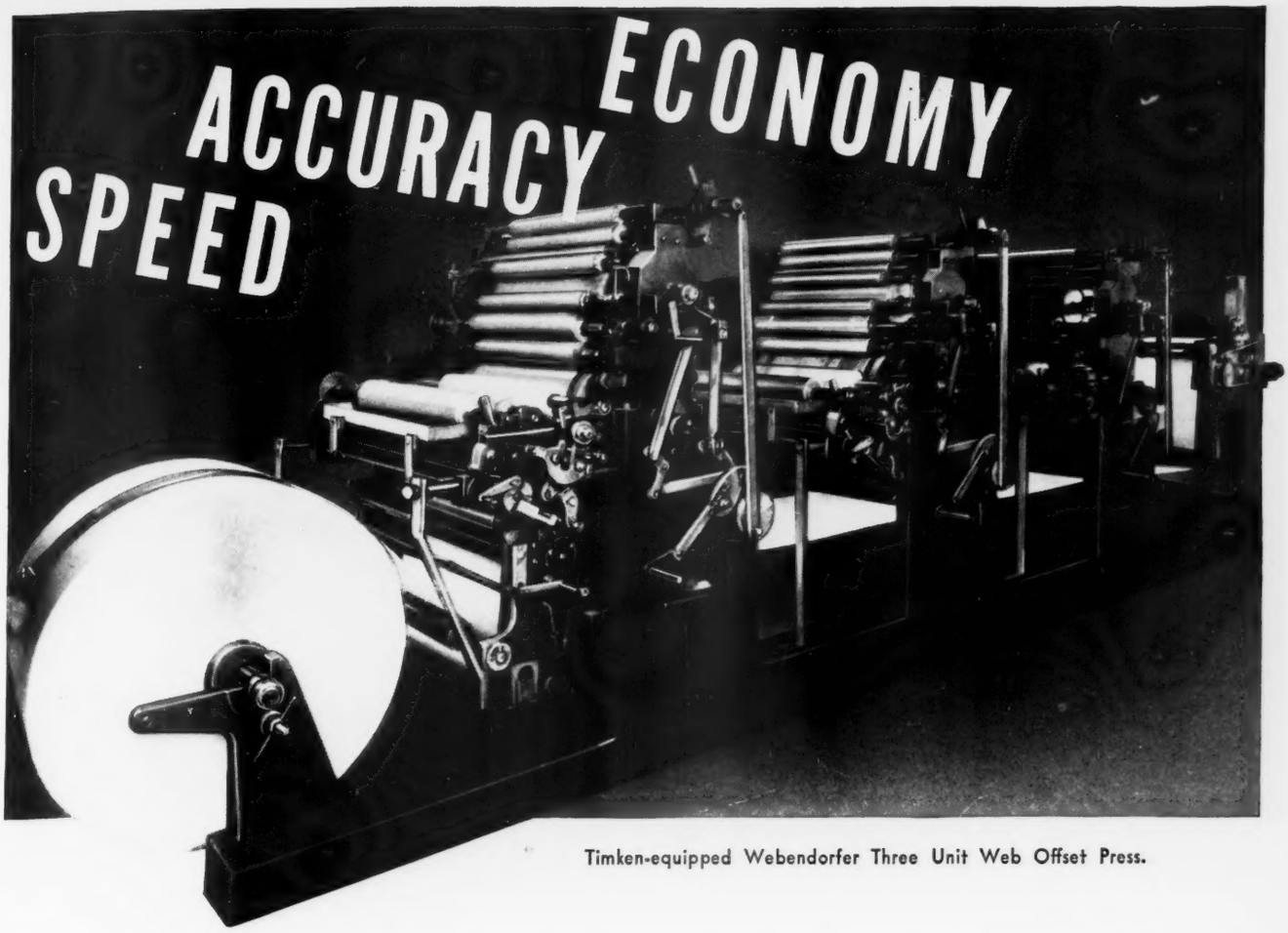
GOODRICH PRINTERS' ROLLERS
for printing that is clear and sharp throughout the entire run.
NILES & NELSON, Inc.
Exclusive Distributors
75 West Street - NEW YORK • 400 W. Madison St. - CHICAGO



Timken-equipped Webendorfer Three Unit Web Offset Press.

The same Timken Bearing qualities that enable working tolerances as close as one ten-thousandth of an inch to be maintained in modern precision machine tools are bringing new conceptions of speed, accuracy and economy to modern printing presses of every type.

These qualities are friction and wear elimination; ability to hold moving parts in correct and constant alignment; and the safe carrying of radial, thrust and combined loads. The value of Timken Bearings in printing equipment is not a recent discovery, however. For example, Webendorfer-Wills Co., Inc., Mount Vernon, N. Y., have been using Timkens for 20 years, and to quote their own words "find them to be very efficient in every application where we adopt them."

It will pay you to put your presses on Timken Bearings — if you have not done so already.

THE TIMKEN ROLLER BEARING COMPANY, CANTON, OHIO

TIMKEN *TAPERED ROLLER* BEARINGS

SCARECROWS

..to profits

ARE YOU SCARED for fear your profits for 1936 will not come up to your actual requirements for the year?

★ Are you still setting mixed composition on a non-mixer machine? Intertype will give you mixed composition at straight-matter speed!

★ Do you have to wait for matrix distribution before shifting from one type face or size to another? Intertypes distribute into both magazines while either is being used for setting!

★ Are you still hand-quadding or hand-centering short lines? Intertype gives you automatic quadding and centering!

★ Are you still routing or chiseling off the quadded parts of your slugs to prevent undue spoilage by smudging? Intertype gives you low-slug quadding!

★ Do you now use two machines, or hand type, when the copy calls for both large and small type? Intertype will give you all sizes up to and including 60-point full-width caps on the same machine!

★ Obsolete composing room methods are the scarecrows to profits which are available to those who disregard the hoaxes of business habits—and adopt the latest Intertype Profit-Earning Methods of type composition.

SET IN BETON FAMILY
AT 360 FURMAN STREET, BROOKLYN

...Step Ahead with Intertype